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THE IMPACT OF APPLE'S COMMUNICATION AND FRENCH AND FINNISH CONSUMERS' PRODUCT PERCEPTIONS

– Case of the iPhone product



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Background: Nowadays, every high-tech company has to communicate to disclose its products to targeted customers and to accentuate its solutions positioning. Investing in marketing communication is one of the secrets of high-tech companies that is increasing despite of the economic downturns. Moreover, in addition to the communication, the perception is also very important. Indeed, "the purchase of a product depends on the perception people have of the product".

Purpose: The objective of this study is to analyze how Apple's communication can reach consumers and what is the impact on them. Moreover, the aim is to explore how Finnish and French people perceive Apple and the iPhone in particular.

Design / Methodology / Approach: Qualitative and quantitative methods were used in this thesis process. The qualitative data, in this case interviews, enabled me to get hypothesis. After that, the hypothesis and information found can be tested by using the quantitative method and, in this case, by carrying out a questionnaire. The primary data were collected by using interviews and a questionnaire. Regarding secondary and tertiary data, they were collected by using books, journals and reliable Internet sources.

Findings: Apple uses advertising, amongst other things, as means of communication. The research reveals that Apple's advertising and word-of-mouth reach consumers and play an important role in Apple's communication. This communication also influences consumers to buy Apple's products such as the iPhone. This research also reveals that emotional responses have a significant aspect and play an important role in consumers' attitudes. Moreover, 4 most significant factors form the perception that French and Finnish people have about the iPhone.

KEYWORDS:

Apple, communication, communication process, communication channels, France, Finland, perception, brand perception and product perception.

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1 INTRODUCTION TO THE THESIS

1.1 Background of the study

Nowadays, every high-tech company has to communicate to disclose its products to targeted customers and to accentuate its solutions positioning (Viardot, 2004). Investing in marketing communication is one of the secrets of high-tech companies that is increasing despite of the economic downturns. Some companies want to cut their communication budget in order to save money. However, others want to increase their communication in order to grow their market share, which can be the reason of their success (Viardot, 2004).

In addition to the communication, the product perception is also very important. Indeed, "the purchase of a product depends on the perception that people have of the product" (Viardot, 2004). In general, it is complicated to change a customer's mind. Once a customer is satisfied by a product, the perception in their mind is considered as being a truth (Viardot, 2004).

1.2 Objectives of the thesis

In the framework of this thesis, the main objective is to explore how Finnish and French people perceive Apple and the iPhone product and what is the impact of their communication on these customers. The age group that will be studied are population between 18 to 60 years old because Apple's products are intended for every age bracket. Indeed, from young people who want to be at the cutting edge of technology to elderly people who want learn computer science in an easy and playful way, including workers who have to be constantly available, everybody can find the groove in Apple's products. The primary goal is to acquire indepth knowledge on Apple's communication process. After that, my research will be concentrated on the target consumers group's perception and image regarding Apple.

Research questions will be the following:

1. How do Apple's communication reach the consumers?
2. How did people start and why did they continue using Apple's products?
3. What are the 4 most significant factors in forming the perception about the iPhone product?

1.3 Introduction to the key elements

In order to understand the subject easily, it is important to define and to understand the main keywords of this subject.

"The impact of Apple's **communication** and French and Finnish consumers' product **perceptions**"

Communication is considered as being "an interactive dialogue between the company and its customers" (Kotler, 2003). The term Communication was introduced by Shannon and Weaver's Mathematical Theory of Communication in 1949. They developed their work during the Second World War in the Bell Telephone Laboratories in the US where their aim was to find a way to use the channels of communication efficiently. For them, the first and main channels were the radio and the television. Thanks to a theory they produced, they approached the problem of "how to send a maximum amount of information along a given channel, and how to measure the capacity of any one channel to carry information". Their theory is applicable in their engineering and mathematical background but also in human communication in general (Fiske, 1990).

Regarding **perception**, the word comes from the Latin word "percipere" which means "to perceive, to collect". This word was first used in the more literal sense of the Latin word. From the 17th century, a secondary sense was developed. The word perception was more considered as being "knowledge through senses". The study of perception has aroused a high interest

throughout the history of Western philosophy. Despite the enormous contribution of psychology, perception is a field that resists both concrete observation and abstract analysis (Online Etymology Dictionary, n.d) (Encyclopædia Universalis, n.d).

1.4 Motivation

It is not possible to focus on consumers in general. By targeting consumers (according to their geographical localization in my case), it is easier to get precise information which will enable us, thereafter, to answer our research questions. Moreover, I come from France and during my Erasmus year in Finland, I have realized that French and Finnish mentalities are very different. That is why I thought that French and Finnish people may have a different way of understanding a communication of a product and, consequently, Apple's communication on its products. So, I wanted to focus on two countries which, geographically speaking, are not very far from each other but, in spite of everything, a lot of things oppose.

Moreover, in a personal capacity, Apple is a company that I really appreciate. Having an iPhone and a Mac, I think that these are high-quality and easy-to-use products. However, amongst my acquaintances, a lot of people do not like Apple. Indeed, they think that this is not a brand anymore but a label and Apple's users are caught up in a vicious circle. For all the forementioned reasons, I would like to highlight positive and negative points in order to understand the consumers' product perceptions regarding Apple and point out that, even though Apple is a worldwide company, a lot of people do not like this brand and its ideas.

Finally, I will focus on the iPhone product in particular because it is easier to focus on one product in particular given that Apple's portfolio is important. Moreover, iPhone is the best sold product with, for example, over 10 millions of

sales for the iPhone 6 and the iPhone 6 Plus just three days after its launch in September 2014 (Apple's website, 2014).

1.5 Structure

In the second and third chapters of this thesis, two theoretical framework will be introduced and explained. Firstly, the discussion about communication which will include, amongst others, the communication process, the communication objectives and how to measure the communication's effectiveness. Secondly, there will be a focus on the brand perception and consumers' product perceptions in addition to the perception process. The several theories used will be chosen based on their principality and their relevance to this subject.

The aim of the fourth chapter will be to present the company and one of its most famous products: the iPhone. This first part will briefly cover Apple's history and development, from its foundation to its worldwide success, and the second part will talk about the iPhone in general.

The fifth chapter will highlight the research design used to answer research questions. This chapter will include research methods, the sampling method, data collection and a description of interviews and the questionnaire. The generability, validity and reliability of this thesis will also be discussed.

The sixth chapter will be consecrated to the analysis and findings of the research. The questionnaire's responses will be presented and will be linked to the several theories illustrated in chapters two and three.

Finally, the last chapter will conclude all the aforementioned parts and will collect the answers to the research questions. In this chapter, a part will be consecrated to the recommendations for further research that could be done based on this study.

2 COMMUNICATION

2.1 The communication process

As Cicero said circa 54 BC, “If you wish to persuade me, you must think my thoughts, feel my feelings and speak my words”. Cicero highlighted the fact that it is essential to be mentally and emotionally connected to an audience. That is why it is important for marketers to see the world from the customer’s point of view because “communicating with people in a way that embraces their own point of view is the key to win their hearts and minds.” It is also necessary for customers to understand what a company wants to say in order to care about it and its products because they need to care before giving their time and their energy to the company’s ideas (Roesler, 2009). Communication is a human activity that everyone recognizes but which stays complicated to define satisfactorily. Many things are hidden behind the word “Communication”. It could be talking to others, television, spreading information, our hair style, literary criticism: the list is endless (Fiske, 2010). According to Fiske, “communication is not a subject, in the normal academic sense of the word, but is a multi-disciplinary area of study”.

Communication is the act of sending and receiving verbal and nonverbal messages. Communication is effective when it leads to the response marketers desire from an audience. (Murphy et al., 1997, p. 11). Two elements are the major participants in the communication process: the sender and the receiver. In total, six components are included in this process:

- Context
- Sender - Encoder
- Message
- Medium
- Receiver – Decoder
- Feedback

First of all, every message begins with context. Context is influenced by different factors such as country, culture, organization and internal or external stimuli. Every country, culture and company or organization has its ways for transmitting and communicating information. External and internal stimuli are very important to send a message. External stimuli can be a letter, a memo, a note, a mail or a telephone call for example whereas internal stimuli include attitudes, opinions, emotions, job status or education. All of these internal stimuli influence the way to communicate an idea. To communicate a message in an effective way, it is essential to take into account these aspects (Murphy et al., 1997, p. 11-12).

Regarding the sender, also known as the “encoder”, it is essential to select symbols, words or pictures to create a message, which reflects an idea, an information or thoughts, that will be delivered to the receiver who is going to react and reply with a desired response (Foulger, 2004).

Then, encoding process leads to a development of a message that includes the core idea the sender wishes to communicate. This message can be verbal (written or spoken) or nonverbal (unspoken) symbols (Murphy et al., 1997, p. 12-13).

A channel (also known as a medium) is the method used to relay the message from the sender to the receiver. The main urgency of a message is to know if it is better to use a written or a spoken medium. They have both advantages and drawbacks. For example, an oral media gets an immediate feedback and has simpler constructions. However, it has less detailed technical information and shorter sentences. Regarding a written media, it has longer sentences and more complex constructions but it has delayed feedback and action (Murphy et al., 1997, p. 12-13).

Moreover, there are two types of communication channels: personal and nonpersonal. Personal communication channels is the communication which includes two or more people. It can be done in face-to-face or in front of an audience, by telephone or through mails or mobile messages for example.

Sales people are considered as personal channels. On the other hand, nonpersonal communication channels is the communication which does not include a contact between the sender and the receiver. Non personal communication channels consist of different types: it can include print media such as magazines or newspapers, broadcast media such as radio or television or display media such as billboards, signs or posters (Foulger, 2004) (Clow and Baack, 2014).

The receiver, also known as being the “decoder” is the reader or the listener, depending on the channel medium the sender has chosen. He or she is the one who receives information and thoughts and are in the sender’s target market. The receiver is influenced by the context but also by external and internal stimuli as explained below. They receive messages through the eyes, the ears, the touch, the smell and the taste. (Murphy et al., 1997, p. 13-14).

Finally, “feedback can be an oral or a written message, an action or simply silence”. The consumer, after receiving the message, can react with a desired response if the message has been clearly understood or with an undesired response because of miscommunication. It is important for senders to get feedback in order to see if their communication has been effective or not. (Murphy et al., 1997, p. 14).

Even though this linear model seem simple, problems can appear at any point. These problems are called noise. It is a “random and competing messages that may interfere with the intended communication” (Kotler, 2003). For example, talking on the phone during commercial on TV, driving while listening to radio, talking to a passenger when passing billboards or ignoring Internet advertisements can lead to interferences between senders and receivers. Moreover, when the field of experiences of the sender and the receiver are not the same, this can lead to a lack of understanding and a misinterpretation of the message (Clow and Baack, 2014) (Murphy et al., 1997, p. 14). Figure 1 shows the different steps in the Communication Process.

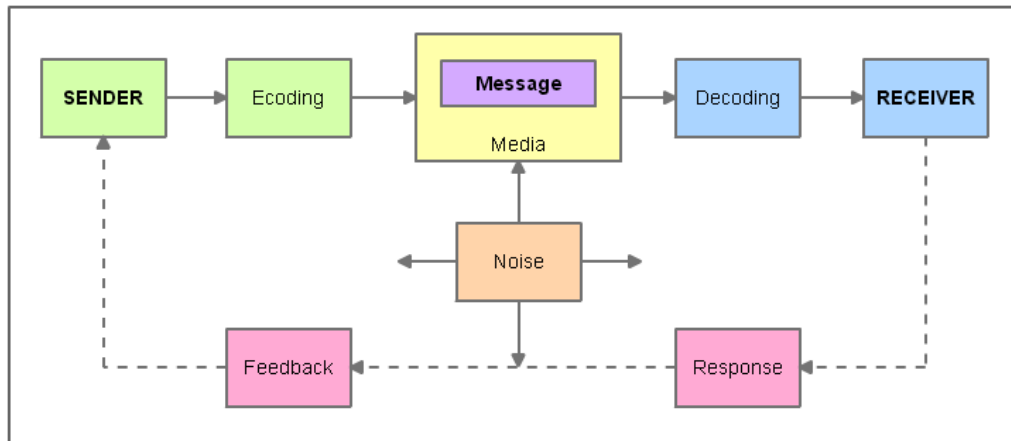


Figure 1. Elements in the Communication Process. (Kotler, 2003)

2.2 Communication channels

A company has to ask two important questions: "How can we reach our customers" and "How can our customers reach us?" (Kotler, 2003). To answer these questions, it is important to communicate through communication channels. According to Fiske, a channel is "simply the physical means by which the signal is transmitted. The main channels are light waves, sound waves, radio waves, telephone cables, the nervous system, and the like" (Fiske, 2010). Moreover, the message can be transmitted along the channel thanks to technical and physical means called media (Fiske, 1990). There are two types of channels: personal channels such as personal selling or word of mouth and unpersonal channels such as print media or broadcast media. Media can be divided into three different categories:

- The presentational media refers to the human body such as the voice, the face or the body. Expressions, words, gestures and so on are used. The presentational media need to have a communicator, which is the medium. Acts of communication are produced.
- The representational media refers to books, painting, photographs or writing for example. They are media that create a "text". This text can be recorded by media of category 1 but can also exist without a communicator. Works of communication are produced.

- The mechanical media refers to the radio, the television or the telephone and are often created by engineering. Categories 1 and 2 can be transmitted by these mechanical media.

(Fiske, 1990)

Communication channels can be divided into two categories: online advertising and offline advertising. Online advertising includes, amongst other, SEM (Search Engine Marketing), display advertising, classified advertising and mobile advertising (Clow and Baack, 2014). Regarding offline advertising, it includes TV advertisements, press conferences, outdoor advertisements or sponsorship for example. Apple uses several communication channels that is why the focus will be on two channels in particular, TV advertising and outdoor advertising.

2.2.1 TV advertising

For several years, the television is considered as being an important medium. In 1937, 7 years after the first commercialization, around a hundred French households had a television set (Wikipedia, 2015). In 2013, almost all French households (97,6%) have at least one television (INSEE, 2013). In Finland, 4 380 000 television sets are counted in 2013 (Finnpanel, 2014). Between 2009 and 2013, the television is considered as being the first medium, before the radio and the press. In 2013, on average, French people watched television 3h46 per day (INSEE, 2013) whereas Finnish people watched television 3h02 per day (Finnpanel, 2014). Nowadays, most of the people consider that TV advertising has the greatest influence. For many brands and companies, it is an excellent advertising option (Clow and Baack, 2014). In France, the advertising market reached €10,4 billion gross, being 37% of all gross advertising investment advertisers (INSEE, 2013).

There are several advantages of using television as a communication channel as it provides "the most extensive coverage and highest reach of any medium".

One advertisement can reach millions of people. Moreover, the cost per person who watched commercials is rather low. In addition to these advantages, it is possible to attract the attention of customers because humor, sounds or images can be incorporated in TV commercials and products can be demonstrated in a way which is not possible to show in using radio or print advertisements (Clow and Baack, 2014). Krugman (1965), suggested that there are different degrees of audience involvement according to the medium (Logan et al., 2012). In television advertising, low involvement conditions are necessary. Indeed, it requires almost no participation from the audience (Logan et al., 2012). In other words, television is able to attract consumers who are not very involved, and so, passive. On the other hand, concerning print advertising, its capacity to influence uninvolved and passive consumers is very limited. Print advertising is a relatively involving medium because “pages must be turned and text must be read (Logan et al., 2012). Active and involved consumers are required in order to make print advertising more effective (Krugman, 1965).

However, TV advertisements can also have several disadvantages. Indeed, in addition to a high cost per advertisement, one of the main problem for TV commercials is the high level of clutter. “Clutter is the fifth problem with TV advertising. It refers to the growing amount of nonprogram material, including public service messages and promotional announcements for stations and program, but especially commercials”. Customers have a negative impression about advertising because of the clutter problem (Shimp and Andrews, 2013). In fact, between many programs, 4 or 5-minute commercial breaks are common. For this reason, a lot of viewers switch channels to avoid commercials. Consequently, low recalls are a problem, even though messages at the beginning or at the end of the break have a higher opportunity at recall because people do not want to miss the beginning or the conclusion of the show. Moreover, more and more, people use DVR, a device used to record favorite programs. By using it, users will skip commercials, which is a drawback for advertisers (Clow and Baack, 2014).

2.2.2 Outdoor advertising

Outdoor advertising, also called Out-of-Home advertising, is an old medium that was already used in the mid-1800's. The main aim is to reach consumers when they are not at home (Outdoor Advertising Association of America, 2013). There are different forms of outdoor advertising, the most common is billboards along major roads. However, nowadays, advertisements are also present on cabs, buses, park benches or fences of sports arenas (Clow and Baack, 2014). In the past, outdoor advertising was rarely considered in a communication planning but nowadays, thanks to the technology and the new opportunities, outdoor advertising has constantly increased (Clow and Baack, 2014).

As well as television, Out-of-Home advertising has several advantages. First of all, billboards have a long life and offer a good advertising medium that can be seen, above all else, by residents. Moreover, outdoor advertising causes low-cost in terms of cost per impression and low message competition. Also, if multiple billboards are purchased, a broad reach and a high level of frequency are possible. Indeed, every person who can see an advertisement in the street may be exposed to the message. Finally, large visuals with digital capabilities provide higher resolution graphics. Consequently, the message can be clearly seen (Clow and Baack, 2014) (Kotler and Armstrong, 2011)

However, one of the main disadvantages of Out-of-Home advertising is the short exposure time. Indeed, drivers have to concentrate on the traffic and they do not have time to pay a lot of attention to a billboard. Consequently, messages have to be very short too. Moreover, most of the pedestrians ignore outdoor advertising or just get a quick look. For all of these cases, it can be important for companies to seek locations where people have the possibility and the time to see and look at the advertisement (Clow and Baack, 2014).

2.3 Humor and emotions in Apple's advertisements

"The way something is said can be as significant as what is said. A persuasive message can tug at the heartstrings or scare you, make you laugh, make you cry or leave you yearning to learn more" (Solomon et al., 2006). One of the main communicators that a firm uses is advertising appeals. It enables a company to expose consumers to its products (Obi et al., 2013). In a message content, in order to produce a desired response, marketers have to create an appeal or a theme. Three types of appeals can be distinguished: rational, moral and emotional (Kotler and Armstrong, 2011). First of all, "Rational appeals relate to the audience's self-interest". By using rational appeals, marketers can highlight their products by emphasizing its functions and benefits. According to Kotler (1997), rational advertisement appeals can motivate a purchase by "directly giving explanations of a product's advantages". It also focuses on the different functions and benefits that a product can offer in order to reach consumers' desires (Kotler and Armstrong, 2011) (Obi et al., 2013). Regarding moral appeals, they are "directed to an audience's sense of what is "right" and "proper"" (Kotler and Armstrong, 2011). Moral appeals are often used to encourage people to support different social causes or to urge environmental involvement. Finally, emotional appeals "attempt to arouse either negative or positive emotions that can motivate purchase". Different words such as humor, love, happiness, music, emotion, sensitive, joy or fear can be used to stir up an emotional appeal. "The goal of an emotional appeal is to establish a connection between the product and the consumer" (Solomon et al., 2006). Emotional appeals can have several advantages. First of all, they can increase the chance that the message will be perceived and the consumer's involvement with the product (Solomon et al., 2006). Moreover, in nature, persuasion is emotional and usually, consumers feel before they think so, emotional messages can "attract more attention and create more belief in the sponsor and the brand" (Kotler and Armstrong, 2011). Finally, according to Williams (2003), emotional appeals appear to have a greater effect on memory and people will remember the advertisement better (Blythe, 2008).

In TV commercials, in order to improve the persuasion and the influence, it is important to work on emotions and humor. Indeed, human emotions play an important role in driving decisions. Emotions in marketing and advertising have been shown to enhance the emotional connection that consumers have with brands. “By creating advertisements that surprise, entertain and even make consumers cry, advertisers aim to help consumers to remember the product, build positive associations with the brand and drive sales” (Mc Duff et al., 2013).

Regarding the humor, its use can be problematic because what is funny for someone may not be funny or comprehensible for someone else (Gulas and Weinberger, 2006). However, obviously, humor advertisements do get attention. Humor is more likely to be effective when the brand is clearly identified and the funny material does not “swamp” the message. Moreover, humor should be appropriate to the product’s image. Humor in advertisements provides a source of distraction and a funny advertisement can increase the likelihood of message acceptance (Solomon et al., 2006).

In its commercials, Apple tries to make the message as clean and simple as possible. The company wants to let the visuals totally carry the messages because “pictures are far more valuable than words”. Apple grabs consumers with the simplicity of the emotional influence. (Digital Spark Marketing, n.d.). They want to focus on emotional appeals and want consumers to feel an emotional attachment to their products (WordPress, 2012). For example, for Christmas 2011, Apple created a commercial featuring Santa Claus and the iPhone 4s’s Siri assistant. The purpose of this advertisement is to help Santa to deliver gifts around the world. Apple uses emotion by featuring Santa Claus and uses humor by showing how even Santa Claus appreciates and takes advantage of this new application (WordPress, 2012).

According to Berger (1972), “The purpose of publicity is to make the spectator marginally dissatisfied with his present way of life. Not with the way of life of society, but with his own within it. It suggests that if he buys what it is offering, his life will become better. It offers him an improved alternative to what he is.”

Apple highlights the different functions that Siri can offer in order to show to customers that the iPhone 4s will make their life complete. Moreover, this advertisement emphasizes that this phone and this application can be used by anyone, from teenagers to business people. Finally, if children see Santa Claus using the iPhone 4s, they would like to have it as well and will beg their parents to buy the phone.

In conclusion, in this advertisement, Apple wants to arouse emotion from consumers by using humor. The use of humor appears to transform Apple from a distant company to a close friend making jokes and shows the several functions of the Siri application in a subtle manner. The emotional response caused by Santa Claus and the use of humor make the company and the phone more user-friendly and convenient (WordPress, 2012). In general, most of Apple's commercials deal with emotion. The main goal is not to educate consumers about new features but to build an emotional association between consumers and the product. In most of their advertisements, Apple wants to show that the iPhone is the perfect device for staying close to people we hold most dear in every touching moment of daily life (Doucet, 2014).

2.4 Communication objectives

For marketers, the main objective is to “put something into the consumer's mind, change an attitude or persuade the consumer to act” (Kotler, 2003, p. 568). So, in order to persuade consumers, it is important to decide what the message is and the information which will be included. In this message, the context and the receiver have to be taken into account because it is essential to know how the receiver will interpret the message and how it may affect your relationship (Murphy et al., 1997, p. 12) (Foulger, 2004). It is also a question of making a product known in order to position the company compared to the competitors, improve a product image or a company image or increase a product or a brand reputation in order to win the loyalty of clients.

Communication can also have the aim to convince a consumer about a product's particular quality, prepare a promotion or sales deals (ADETEM, n.d.).

In addition to these goals, companies want to reach customers by creating attitudes. They are looking for an affective, a behavioural or a cognitive response, which is also known as the ABC Model of Attitudes. Affect refers to an emotional reaction a consumer has about an attitude object. Behavior refers to the way a consumer will react and behave towards the same attitude object. Finally, Cognitive refers to the different thoughts and beliefs a consumer will have towards the attitude object. This model highlights the link between feeling, doing and knowing (Solomon et al., 2006).

To explain the impact of “affect”, “behavior” and “cognitive” components, researchers have developed the concept of hierarchy of effects. There are three different hierarchies, amongst others, which all lead to an attitude.

2.4.1 The standard learning hierarchy

The first hierarchy is the process which seems to be the most common. First of all, a consumer wants to accumulate knowledge regarding relevant characteristics. After that, the consumer evaluates these beliefs and tries to get a feeling about the product. Finally, at the end, the consumer is going to have a behavior towards this product, behavior which can be positive (purchase of the product) or negative (refusal of the product) (Solomon et al., 2006). For example, in a case of a car purchase, the consumer wants to get information about characteristics in order to buy the best car. After that, thank to his or her beliefs, the consumer evaluates the different possibilities and has a feeling about one of these possibilities and will have, at the end, a behavior by buying it (Kotler, 2003). In this hierarchy, the consumer is highly involved in the purchase decision. He or she is looking for a lot of information, carefully weighs up the pros and the cons of every product which leads to a conscious decision. This hierarchy is equivalent to the “learn-feel-do” sequence that is used when

consumers have a strong relationship with the product. This choice often results to a certain loyalty towards a brand. The customer creates a relationship with the product over time and it is complicated for him or her to change his or her mind (Solomon et al., 2006).

2.4.2 The low-involvement hierarchy

In addition to the standard learning hierarchy, another alternative hierarchy exists, which is equivalent to the "do-feel-learn" sequence that is used when consumers have a low relationship with the product. At the beginning, the consumer does not have any preferences for a particular brand and only acts on the basis knowledge he or she has about the brand. In this case, the customer evaluates the product after buying it. The attitude and the feelings, which can be positive or negative, come after the purchase and after experiencing it several times. In this sequence, the consumer is not very motivated about seeking a lot of information. Feelings will come after purchasing or using the product. If feelings are positive, the customer will buy the same product over time otherwise, he or she will try another brand (Solomon et al., 2006).

2.4.3 The experiential hierarchy

According to researchers, emotional responses have a significant aspect in an attitude. Most of the time, consumers act according to their emotional reactions. Even though beliefs and behavior play a part in the attitude process, "the consumer's overall evaluation of an attitude object is considered as being the core of an attitude" (Solomon et al., 2006). That is why this perspective emphasizes that attitudes can be influenced by feelings a consumer has towards products' attributes such as packaging, advertising and even brand name for example. In this case, consumers will buy a product on the basis of emotional reactions to products. After that, the customer will get more

information about this product and its brand and he or she will make the purchase at the end. This hierarchy is equivalent to the sequence "feel-learn-do" that is used when consumers have a strong relationship with the product (Glowa, 2002).

It exists several sequences and marketers have to choose one sequence to have the best planning communication (Kotler, 2003). Three hierarchies of effects are summarized in Figure 2.

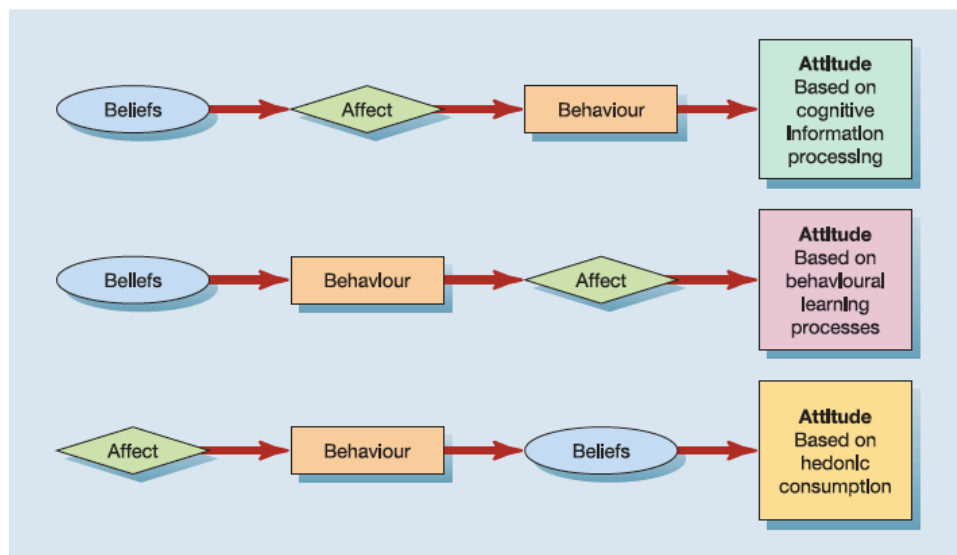


Figure 2. Three hierarchies of effects. (Solomon et al., 2006)

2.5 Measuring the communication's effectiveness

According to Oxford Dictionaries, "effectiveness" is "the degree to which something is successful in producing a desired result" (Oxford Dictionaries, 2015).

After implementing the communication plan, it is very important for a company to know the outcomes, consequences and results following from its communication investments. Managers want to know intermediate outputs such as recall and recognition scores, reach and frequency and persuasion changes. Behavior change measures capture the real payoff from communications, which

will represent the number of people who bought, liked and talked to others about the product (Kotler, 2003). It is also very important to measure the communication impact on the audience. Communicators can ask the audience if "they recognize or recall the message, how many times they saw it, what points they recall, how they felt about the message, and their previous and current attitudes toward the product and company" in order to measure the communications' results (Kotler, 2003).

In order to know if the communication was effective, the impression it makes on consumers is an important indicator (Solomon et al., 2006). Several types of effectiveness measure exist to measure the communication effectiveness such as recognition, recall or persuasion. These aspects will help to understand how and if attitudes will be created or modified. In the typical recognition test, subjects are shown ads one at a time and asked if consumers remember having seen it before. In contrast, recall tests measure the number of people who will be able to recall an advertisement over time. Regarding persuasion, it refers to an attempt to change customers' attitudes. Persuasion is the central goal of many marketing communications because the main purpose of an advertisement, and the communication in general, "is not to be remembered but to motivate purchase" (Solomon et al., 2006) (Olson, 2001).

In 2011, Apple created more than a dozen advertisements and five of them reached a high score according to Ace Metrix. Ace Metrix is a TV advertisement analysis firm which measures the creative effectiveness of TV advertisements. In its surveys, Ace Metrix takes two key measures into consideration: watchability and persuasion. Persuasion is based on six elements which are desire, relevance, likeability, attention, information and change whereas "watchability measures the engagement that a person has with the advertisement" (Ace Metrix's website, n.d.).

As mentioned in section 2.3 , Apple created in 2011 a commercial featuring Santa Claus and the iPhone 4s's Siri assistant. According to Ace Metrix, this commercial scored 652 out of a possible 950 points, beating companies like Nintendo, Pillsbury and Coca-Cola, and has been considered as being "the

most effective advertisement of the 2011 holiday season, topping 34 other Santa-themed spots” (Ace Metrix’s website, 2011). Ace Metrix explained Apple’s success to the simple fact that “Santa sells”.

The way a message is structured has a major effect on how it is perceived. Then, the message is transmitted via a medium and will be received by decoders that will interpret the message. Some feedback will be received by the senders who will use them to modify and improve a company’s future communications.

3 PERCEPTION

3.1 The perceptual process

Engel (1986) defined perception as "the process whereby stimuli are received and interpreted by the individual and translated into a response" (Evans et al., 2006, page 38). Perception is also defined as the process by which information from the outside world is received, absorbed, selected, organized and interpreted by an individual. It is important for marketers to know how consumers acquire and use this information in order to formulate communication strategies (Belch and Belch, 2004) (Solomon et al., 2006). Moreover, the perceptions of consumers reflect and inspire the company's strategy for its products (Ampuero and Vila, 2006). This perception process enables us to perceive and experience the world and the environment around us. Perception is a three-stage process that translates raw stimuli into meaning (Solomon et al., 2006). These three stages are exposure (also called sensation), attention and interpretation.

3.1.1 Sensation

Sensation (also called exposure) is the first distinct process. It refers to the responses of sensory receptors and sense organs (nose, eyes, ears, mouth or fingers) to environmental stimuli such as light, color, advertisement, package or brand name (Rookes and Willson, 2000). It is important to understand consumer's reactions to marketing stimuli in order to attract a favorable attention from them (Belch and Belch, 2004). Consumers are focused on certain stimuli and are unaware of others because they tend "to miss or ignore information in which they are not interested". The first factor that can affect the exposure is the selective exposure, which is based, on one hand, on consumers' past experiences and, on the other hand, on perceptual vigilance. "Consumers are more likely to be aware of stimuli to be aware of stimuli that are

related to their current conscious or unconscious needs” (Solomon et al., 2006). The second factor that can affect the exposure is adaptation, which refers to “getting used to certain sensations; that is becoming accommodated to a certain level of stimulation” (Schiffman et al., 2008). Adaptation is a problem for many advertisers. Indeed, this problem occurs when consumers do not pay attention anymore to a stimulus because it is became familiar. That is why advertisers try to change their advertising campaigns as regularly as possible (Schiffman et al., 2008). Several factors can lead to adaptation. These factors are intensity, duration, discrimination, exposure and relevance (Solomon et al., 2006).

3.1.2 Attention

The second process, attention, refers to “the degree to which consumers focus on stimuli within their range of exposure” (Solomon et al., 2006). In addition to sensory inputs, other determinants are important in the perceptual process; internal psychological factors such as the consumer’s personality, needs, motives, expectations and experiences (Belch and Belch, 2004). These psychological factors explain how two people can perceive, select, attend and comprehend in different ways the same stimulus. In different situations, an individual may devote different levels of attention to the same stimulus (Khan, 2006). It is important for companies to be creative in their attempts to gain attention for their products because consumers are exposed to many advertising stimuli. For example, Apple has created visual identities with its TV advertisements to provoke consumers’ interests, and then delivers more detailed product information on its website or other places. Several ways are possible in order to gain consumers’ attention such as creating dynamic packages, countering advertising clutter by buying large blocks of advertising space or creating contrast with sizes or colors (Solomon et al., 2006). However, stimulus, the individual and the situation are three factors that can also determine attention (Khan, 2006).

3.1.3 Interpretation

Interpretation is the third and last process which refers to "the meaning that people assign to sensory stimuli" (Solomon et al., 2006). After being exposed and paying attention to a stimulus, the last step of the perception process is the interpretation of the incoming information. This step is influenced by psychological factors which means that the interpretation of a stimulus is individual. In general, perception is considered as being a personal phenomenon. Sometimes, a stimulus can be ambiguous when it is not clearly perceived or when it leads to several and different meanings. In that case, the meaning an individual assigns to this stimulus can be influenced by the consumer's individual interpretation where consumers tend to project their own wishes and desires (Belch and Belch, 2004) (Schiffman et al., 2008) (Solomon et al., 2006).

In conclusion, perception can be considered as a filtering process where information and the way it is processed and interpreted can be influenced by internal and external factors (Belch and Belch, 2004). The perception process is summarized in Figure 3.

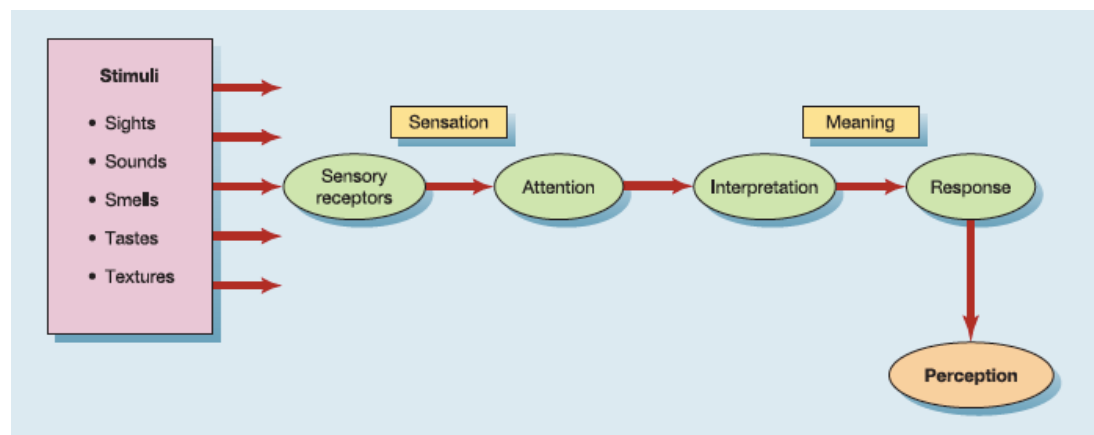


Figure 3. An overview of the perceptual process. (Solomon et al., 2006)

3.2 Brand perception

Nowadays, brands rule our world. Products are bundles of functional characteristics but they also became a means to provide and enhance customer

experiences. Thanks to the new digital world, Internet and wireless technologies, consumers receive a lot of information at the same time and are overloaded. They are exposed to many choices because of the increase of products, and their ability to choose or differentiate them diminishes. That is why brands can help customers choose. They can help them make choices based on experiences and satisfaction with products and services (Mootee, 2013). According to The American Marketing Association, a brand can be defined as a name, a term, a sign, a symbol, a design or a combination of them whose the aim is to define the goods and services of a seller or a group of sellers and to differentiate them from competitors (Kotler, 2003). "What consumers associate with a brand is the result of what they have felt, seen, heard and learnt about the brand" (Koll and Von Wallpach, 2009).

In order to build a strong brand, one of the most popular and potentially important marketing concepts to reach for companies is the brand equity (Keller, 2013). Indeed, the brand equity is "the value premium that a company realizes from a product with a recognizable name as compared to its generic equivalent" (Investopedia, 2015). Brand equity can be created by companies by making their products memorable, easily recognizable and superior in quality and reliability (Investopedia, 2015). In order to build brand equity, Keller highlights that the brand knowledge is the main point, which is itself based on two components: brand awareness and brand image (Keller, 2013).

3.2.1 Brand knowledge

Brand knowledge is considered as the key in order to create brand equity. Indeed, brand knowledge created the differential effect that drives brand equity (Keller, 2013). According to del Rio, Vázquez and Inglesias (2001), there is a relation between brand knowledge and consumer response (Koll and Von Wallpach, 2009). In brand knowledge, the content and the structure are important because these two points can influence what comes to consumers' mind when they think about a brand. The Associative Network Memory Model

"views memory and knowledge as a network of nodes and connecting links". Nodes can be either concepts or information that have been stored, and links represent the strength of association between the nodes (Keller, 2013). This Associative Network Memory Model is also considered "as a complex spiders' webs filled with pieces of data" (Solomon et al., 2006). Brand knowledge is conceptualized as consisting of a brand node in memory to which a variety of associations are linked (Keller, 1993). Figure 4 provides some associations that come to consumers' mind when they think of Apple.

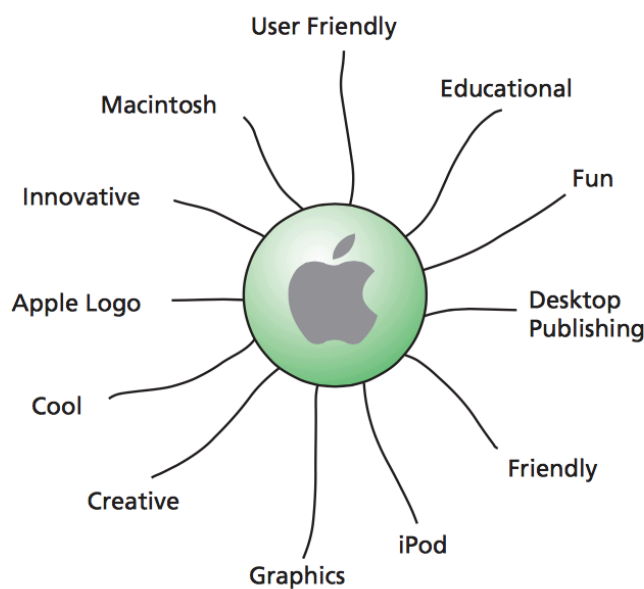


Figure 4. Possible Apple Computer Associations. (Keller, 2013)

3.2.2 Brand awareness

"Awareness refers to the strength of a brand's presence in the consumer's mind" (Akker, 1996). Brand awareness can also be defined as "the extent to which consumers are familiar with the qualities or image of a particular brand of goods and services" (Oxford Dictionaries, 2015). Brand recognition and brand recall performances are important and can measure brand awareness. Moreover, brand awareness is an important and relevant consideration, "given that brand recall and brand recognition are antecedents of brand equity, which is a primary objective of many marketing tactics" (Jensen et al., 2015). Brand

recognition "requires that consumers correctly discriminate the brand as having been seen or heard" whereas brand recall "requires that consumers correctly generate the brand from memory" (Keller, 1993). Brand awareness play an important role in consumer decision making. First of all, awareness increases the likelihood that the brand will be taken into consideration when consumers think about the product category. Then, brand awareness can affect decisions about brands, especially in low involvement conditions. In these conditions, it can have a lack of consumer motivation where consumers do not care about the product or a lack of consumers ability where consumers do not have a lot of information about the brands. In this case, a minimum level of awareness for a company can be sufficient for a product choice (Keller, 1993).

3.2.3 Brand image

Once a sufficient level of brand awareness is created, marketers can focus on creating a brand image (Keller, 2013). Brand image can be defined as "perceptions about a brand as reflected by the cluster of associations that consumers connect to the brand name in memory" (del Rio et al., 2001). "The favorability, strength and uniqueness of brand associations are the dimensions distinguishing brand knowledge that play an important role in determining the differential response that makes up brand equity" (Keller, 1993). In other words, in order to lead to positive brand image and brand equity, marketers have to be sure that brand associations are favorable by, above all, unique and not shared with other brands (Keller, 2013). In order to create a brand image, marketers can use different tools such as the product itself, its packaging, the brand name, the logo, the colors used or the advertisements (Arslan and Altuna, 2010). Moreover, a positive brand image can lead to different competitive advantages that can be categorized into three general components. The first component is advantages related to current performance and profitability which refers to the brand ability to increase marketing communication effectiveness for example. The second component is advantages related to longevity of profits which refer

to the brand loyalty and enable a company to be less vulnerability to marketing crises. Finally, the third component is advantages related to growth potential which refer to the brand's ability to introduce new products as brand extensions and which can lead to a generation of positive word-of-mouth (del Rio et al., 2001).

Associations that come to consumers' mind when they think of Apple make up consumers' brand image for Apple. Thanks to sophisticated products and skillful marketing, Apple has been able to reach a rich brand image made up of a host of brand associations. Some associations are likely to be shared by a majority of consumers and can refer to "the" brand image of Apple. However, associations can also vary according to consumers or market segment (Keller, 2013).

During the mid-1990s, their brand kept Apple alive when their products were considered as lackluster and provided them time until they launched the next success: the iMac. For Apple, the brand is an ideology, a value set and is always bigger than the product itself. Their brand is about advertising and visual identity but also, and above all, about imagination, innovation and individualism (Mootee, 2013).

3.3 Product perception

According to Conjoncture Corporation, "Product perception is a term that is used to identify the way that consumers think and ultimately respond to different types of goods and services, particularly certain brands of those products." (Conjoncture Corporation, n.d.). Consumers' product perceptions have to be analyzed in details. Indeed, their perception is essential because it will reflect and inspire a company for its future products (Ampuero and Vila, 2006). Moreover, "consumer perceptions are vital to marketers and often underlie the success or failure of products in the marketplace" (Hanna et al., 2006). For example, when Apple launched the iPhone 4s in October 2011, more than 4

million units have been sold during the first weekend of its launch whereas in November 2007, when the original model was launched, only 1.4 million units have been sold in 90 days. In 4 years, Apple achieved great success (Hanna et al., 2006).

Consumers are looking for high-quality and high-value products (Solomon et al., 2010), which means that a lot of factors can affect the perceived product quality, and consequently consumers' product perception, such as price, brand name, store name, country of origin, advertising and source credibility (Biu Tse, 1998). By using different marketing and advertising strategies in order to build perceptions in the mind of consumers, it is possible to build product perceptions in an effective way (Tatum & Conjoncture Corporation, 2015). According to Rao and Monroe in 1989, "price and brand have been shown to have moderately significant effects on buyers' perceptions of quality" (Grewal et al., n.d.). Consumers are going to choose a particular brand according to the way they view the product-use situation. Indeed, consumers will select "a brand that best responds to the salient features of the product-use situation" (Fennell, 1978). According to Dodds, Monroe and Grewal in 1991, "the effect of a positively perceived brand name will enhance buyer's perceptions of the quality and the value and hence their willingness to buy the product" (Grewal et al., n.d.). Consumer's life situation and personality can also have an important impact on conditions that lead them to want specific product benefits (Fennell, 1978).

4 APPLE

The aim of this chapter is to present the company and one of its most famous product: the iPhone. This first part will briefly cover Apple's history and development, from its foundation to its worldwide success, and the second part will talk about the iPhone in general.

4.1 The company

Apple is an American multinational corporation which was established by Steve Jobs, Steve Wozniak and Ronald Wayne on April 1st, 1976 but was incorporated as Apple Computer Inc. in January 3rd, 1977 without Ronald Wayne. The company "designs, develops and sells consumer electronics, computer software, online services and personal computers" and its headquarters is based in Cupertino in California (United States Securities and Exchange Commission, 2014).

Apple's first product was the Apple I in 1975, which was a personal computer but its first success was with the Apple II with 2 million units sold (The Sydney Morning Herald, 2006). In 1985, the Macintosh was launched and was initially sold well. However, "Apple had no major product upgrades to offer and demand dropped". Results were not good and Apple had to write-off unsold inventory (Hormby, 2013). From 2000 to 2006, there has been a return to profitability. Apple opened its first Apple Retail Stores and launched the first iPod in 2001, which was a success (CNN Money, 2006). Indeed, from 2001 to 2006, the company had sold about 42 million units (BBC News, 2006). In 2003, the first Apple's iTunes Store was introduced, which offered online music downloads and integration with the iPod (Apple Press Info, n.d.). Five years after its launch, Apple announced that people have purchased and downloaded more than 5 billion songs from the iTunes Store, which became the number one music retailer in the US (Apple's Website, 2008). In 2007, during Apple's special event, called Keynote, Apple Computer Inc, became Apple Inc and launched

the iPhone (Apple Press Info, 2007). Thanks to the popularity of the iPhone, Apple was considered as the third-largest mobile phone supplier in the world in 2008 (Chen, 2008). Steve Jobs died in October 5th, 2011 and wowed consumers with "one game-changing hit after another: iTunes (2003), the iPhone (2007), the App Store (2008) and the iPad (2010)" (Griggs, 2011).

Nowadays, Apple is one of the most famous companies in the world. The company ranked 2nd of the top 100 most valuable global brands in 2014, just behind Google (BrandZ, 2014) and topped Forbes' list of the world's most valuable brands in 2014 (Forbes, 2014). Moreover, Apple is also the number one on Fortune's list of the world's most admired companies in 2015 and this since 2008 (Fortune, 2015). For its fiscal 2015 first quarter, Apple has totted up a revenue of \$74.6 billion. There has been an increase of 30% compared to its fiscal 2014 first quarter where the company has totted up a revenue of \$57,6 billion (Apple Press Info, 2015).

4.2 The iPhone product

iPhone is a line of smartphones designed and marketed by Apple Inc. It runs Apple's iOS mobile operating system. Steve Jobs, who was Apple's CEO, had the idea of creating and using a multi-touch screen in which it would be possible to type directly onto the display, removing accessories such as physical keyboard and mouse. According to Steve Jobs, the iPhone is a combination of three devices: "a widescreen iPod with touch controls", "a revolutionary mobile phone" and "a breakthrough Internet Communicator" (Eran Dilger, 2012). The first iPhone model, which was the iPhone first generation, was released in June 2007 in the United States (Apple Press Info, 2007). The first advertisement for iPhone, called "Hello" was aired during the Oscars Night on February 25th, 2007 but was officially released on June 29th, 2007. The commercial featured all the scenes of famous actors answering phones in famous movies (OS X Daily, 2007).

In a couple of years, the iPhone has overwhelmed the mobile phone market and brings each year its share of novelties (iPhone.fr, 2012). The iPhone sales have considerably increased over time. For example, in 2009, Apple announced that more than 1 million iPhone 3GS have been sold in three days (Apple's Website, 2009). Five years later, in September 2014, Apple launched the last two models, the iPhone 6 and iPhone 6 Plus, and announced that more than 10 millions iPhone 6 and iPhone 6 Plus have been sold only three days after the launch (Apple's website, 2014). During the last Keynote, which took place on March 9th, 2015, Tim Cook assured that Apple has sold 700 millions iPhones since its first launch (Le Point, 2015).

5 RESEARCH METHODOLOGY

The aim of this chapter is to highlight the research design used to answer research questions. This part goes through different points, from research methods to validity, generability and reliability including data collection, a description of the interview and the questionnaire and the sampling method.

5.1 Research Methods

As part of this thesis, the entire process which will lead to solve problems and answer research questions is called research. In order to get information, a careful analysis is required. This analysis can be done by gathering first-hand of data that are already available (Sekaran and Bougie, 2013). These data are usually categorized into two different types: qualitative and quantitative methods (Walliman, 2001).

The quantitative method refers to data which generate or use numerical data and are collected by using collection techniques such as questionnaires or structured questions. On the other hand, the qualitative method refers to data which generate or use words rather than numbers and are collected by using collection techniques such as interview or data analysis procedure (Patton and Cochran, 2002). In this thesis, the qualitative method will be used through interviews and quantitative methods will be used through a questionnaire in order to reach the goal of this research. In many business and managements research, it is possible to use both quantitative and qualitative elements. According to Greene (2007), mixed methods research “allows for the opportunity to compensate for inherent method weaknesses, capitalize on inherent method strengths, and offset inevitable method biases” (Harwell, n.d.).

5.2 Data collection

In order to answer the research questions, various sources of data can be used. These various sources of data are categorized as primary, secondary and tertiary data. The source and the manner in which information are collected are important in order to get the highest reliability and credibility (Sekaran and Bougie, 2013).

First of all, in order to answer research questions, primary sources of data were used through interviews and a questionnaire. Then, to find the several and different secondary sources of data, Emerald has been useful in order to find articles and additional sources which dealt with the thesis subject. Moreover, the library at the University was very useful to find several books. Secondary and tertiary sources of data were used in the whole thesis but especially in chapters "Communication" and "Perception" in order to provide some definitions and to understand the communication and perception processes in general.

5.3 Interviews and questionnaire

An exploratory research was used through interviews to collect primary data. According to Davies (2006), an exploratory research is "a methodological approach that is primarily concerned with discovery and with generating or building theory." (Jupp, 2006). Indeed, in a situation where researchers do not have a lot of information, it is often better to start with an exploratory research because it can help to generate hypothesis than can be tested, thereafter, by quantitative methods. In other words, the quantitative method, which can be a questionnaire, identifies the extent of the problem and the qualitative method, the interview, is used to give some of the details (Patton and Cochran, 2002).

To set up an interview correctly, it is important to choose an appropriate structure of interview, to know what researchers want to achieve by setting up it and how to use the information gained properly (Walliman, 2001). There are three different types of interview: structured interviews, semi-structured

interviews and in-depth interviews and different ways to conduct them: by telephone, face-to-face or online (Saunders et al., 2012). In the framework of this thesis, the choice was to conduct face-to-face semi-structured interviews because this type of interview is flexible. Moreover, semi-structured interviews led the discussion into areas that I have not considered at the beginning and which were significant for the understanding (Saunders et al., 2012). Indeed, some questions were prepared and during the interview, the different responses made me think to other questions that I had not thought of before (Appendix 3). The aim was to interview 4 or 5 people in order to have sufficient known to be able, thereafter, to draft a questionnaire.

Once interviews were conducted, the hypothesis and information found can be tested by carrying out the questionnaire. Results can be easily quantified thanks to a researcher or the use of a software (University of Surrey, n.d.). In the framework of this thesis, the questionnaire was first created in English and pretested with 6 people in order to have a foretaste. Thanks to this pretest, people gave me their point of view and a few changes were made before launching the final version. Finally, 2 questionnaires were created by using Google Forms: one in Finnish (Appendix 1), which was translated by 2 Finnish friends, and one in French (Appendix 2). I thought that it was important to adapt the questionnaire according to people's nationality. Indeed, it is easier for them to answer questions translated into the language of the country than into English. Data were, thereafter, gathered in a spreadsheet and it was possible to analyse them thanks to Google Sheets.

First of all, in order to collect data, questionnaires were posted on different forums such as mobile phone's forums but this method did not enable me to get results. After that, the French questionnaire was posted on French groups on Facebook and was very efficient because people from every age group took their time to answer and more than 100 answers have been collected in about one day. However, regarding Finnish people, it took more than one week to collect answers and it was complicated to get as many Finnish responses as French ones by posting the questionnaire on Finnish Facebook groups. For this

reason, the most effective method to collect answers was to go in the city centre of Turku and ask people if they could answer a questionnaire. Initially, there were hesitant, thinking that the questionnaire was in English. However, when I said to them that the questionnaire was in Finnish, they were surprised and happy and accepted to answer. The goal was to collect 100 answers in total: 50 from Finnish people and 50 from French people. Finally, 153 people spared me their time to answer the questionnaire. It took between 5 and 10 minutes to answer, depending on if people like Apple or not, if they have an iPhone and if they answered open questions in a careful way. Moreover, theories highlighted in chapters “Communication” and “Perception” played an important role in my research. Indeed, the different theories helped me to create my questionnaire and enabled me, in the analysis chapter, to bind results with theories.

5.4 Sampling

In order to get answers to research questions through data collection, questionnaires can be powerful and useful. However, if the population is not correctly targeted, “they can do more harm than good” (U. Sekaran & R. Bougie, 2013). The process of selecting the right individuals, who will be the representatives for the entire population, is known as sampling (U. Sekaran & R. Bougie, 2013). Collecting and analyzing data from a sample enables to get more detailed and to produce more reliable results (U. Sekaran & R. Bougie, 2013). Obviously, one point stays important when selecting a sample: it must be able to answer research questions.

The first important step in the sampling process is to define the target population. “The target population must be defined in terms of elements, geographical boundaries, and time” (U. Sekaran & R. Bougie, 2013). Determining the sampling design is also an important point in the sampling process. The sampling design can be divided into two different types: probability and non-probability (M. Saunders, et al., 2012). In the framework on this thesis, Finnish and French people from 18 to 60 years old are the sample group of the

research and the probability sampling will be used because the sample chosen will be based on the random in order to select people that will be interrogated. Indeed, in the framework of my thesis, the stratified sample will be used because people will be first divided into two groups (French and Finnish people). After that, within each group, a sample was established where everybody was able to answer. This method was useful because it enabled me to have a sufficient number of subjects in each group in order to conduct a particular analysis for these groups.

5.5 Reliability, validity and generalization

According to Joppe (2000), reliability is defined as "the extent to which results are consistent over time" (N. Golafshani, 2003). Regarding the validity, according to Moskal and Leydens (2002), it refers to "the degree to which the evidence supports that the interpretations of the data are correct and the manner in which interpretations used are appropriate". Finally, generalization means whether or not the research findings can be equally applied in other circumstances (Saunders et al., 2012).

This research was conducted with only 153 people and results and analysis of this research can be only reliable, valid and generalized in the framework of this thesis. In order to generalize the results on a wider scale, someone would need to conduct a survey with a bigger population selection in order to have a better response rate. If the comparison indicates no differences between the current scale and the wider scale, it would be possible to generalize findings to the population (Journal of Extension, 2008). Moreover, the questionnaire has been created by using the different theories highlighted in the "Communication" and "Perception" chapters in order to increase the reliability and validity of the thesis.

6 FINDINGS AND ANALYSIS

The aim of this chapter is to show the different results gathered and to interpret them in order to answer the research questions.

The first 4 questions helped me to have more details on the respondents. In total, 153 people answered to the questionnaire whose 59 men and 94 women. As we can see in the pie chart below, people aged between 19 and 29 years old represent 54% of the total, being more than half of the respondents. People aged between 30 and 45 years old and people aged between 46 and 60 years old represent respectively 23% and 14%. People who are less than 18 years old and over 60 years old represent the smallest part of respondents with 5% and 4% of the total.

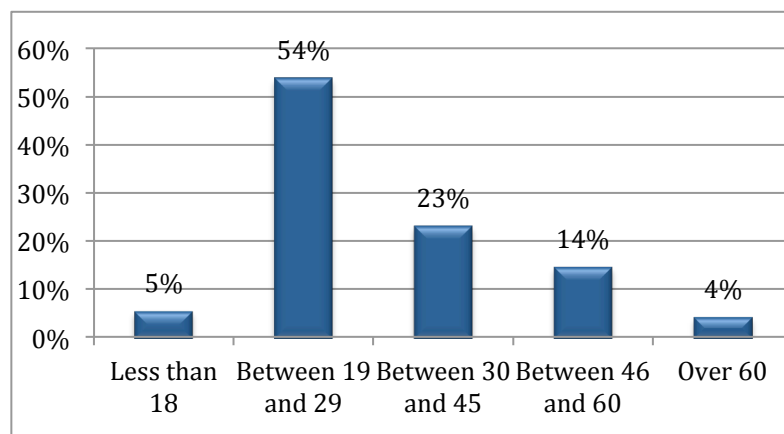


Figure 5. Percentage of respondents divided by age groups.

The question 5 enabled me to know the people's preference for Apple's products. Respondents used a scale from 1 to 5 where 1 meant "Not at all interested" and 5 meant "Very interested". Knowing the preference enables me to see if the income revenue could affect the preference for Apple's products. For French and Finnish people who had an income in 2014 lower than €10000, 19 by 71 are "Not at all interested" and "Not very interested" in Apple's products, being 27%. However, for people who had an income higher than €10000, only 15% of the 82 respondents answered "Not at all interested" or "Not very interested". I am working on the assumption that high prices applied by Apple

could be the reason for which people are not interested in Apple's products. Indeed, because of low income, people might not be able to afford their products. The question 13 "What are your belief about the following statements?" confirms this hypothesis. Indeed, based on Figure 6, we can see that 90% of respondents who are not interested in Apple's products and had income lower than €10000 "strongly agree" and "agree" that Apple's products are expensive.

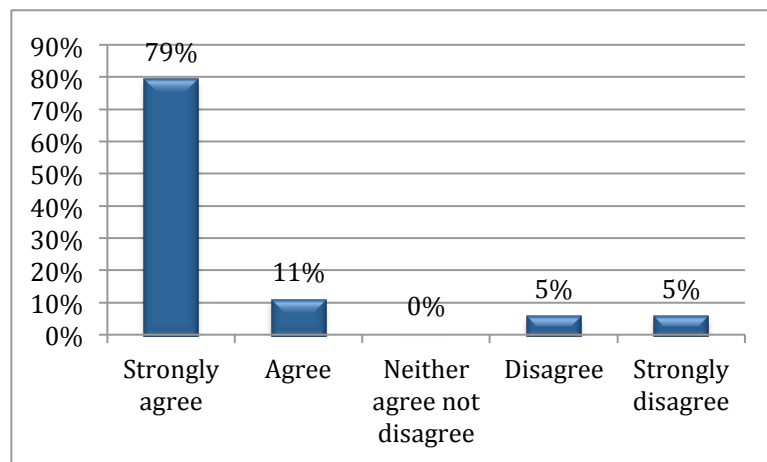


Figure 6. People's beliefs about the statement: "Apple's products are expensive".

However, it is important to keep in mind that, for some people, high prices are not the reason for which they do not like Apple' products. The question 15 also confirms this statement and Figure 7 shows that, among respondents who answered "Not at all interested" or "Not very interested", 58% think that Apple's fans are caught up in a vicious circle, 71% think that the brand is overvalued and 52% on average think that Apple's products have several disadvantages such as their low battery life or their delicateness.

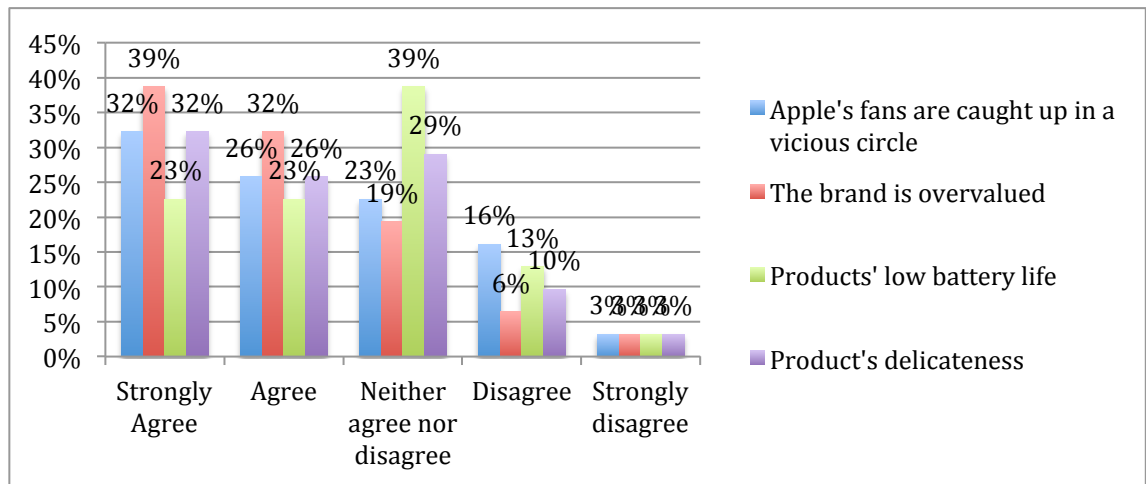


Figure 7. People's beliefs about different statements.

Questions 6 to 10 were only answered by people who are "Neutral", "Interested" or "Very interested" in Apple's products.

The question 6 "What were your motivations for buying your first Apple's products?" highlights the different factors that motivated people to buy the first Apple's product. Unfortunately, the limited number of pages does not enable me to analyse each age group for this question. For this reason, I have chosen to analyse the age group "between 19 and 29 years old". Indeed, due to its large amount of responses, this age group is the best to have the most precise analysis. Based on Figure 8, it is possible to see that 93% of respondents liked the product's overall aspect. In other words, it means that this factor was the main motivation for buying the first Apple's product. After that, different factors such as "I had the opportunity to test the product and I liked it", "Everybody talked about it" and "I have read positive comments on Internet about the product" received the highest score with respectively 73%, 69% and 64%. As explained previously in the literature review, marketers have to choose one hierarchy of effects in order to have the best planning communication (Kotler, 2003). For this age group, one hierarchy of effects can be highlighted: the experiential hierarchy, also equivalent to the "feel-learn-do" sequence. Indeed, thanks to the results, it is possible to deduce that consumers acted according to their emotional reactions. "The consumer's overall evaluation of an attitude object is considered as being the core of an attitude" (Solomon et al., 2006). Peoples' attitudes are influenced by feelings towards product's attributes such

aspect or advertising. Indeed, as mentioned in the section 2.3, one of Apple's main goal in its advertisements is to build an emotional association between the consumer and the product. Moreover, the percentage of the three other factors given above show that people will try to get more information about the product before making the purchase. In conclusion, for people aged between 19 and 29 years old, emotional responses have a significant aspect and play an important role in their attitude.

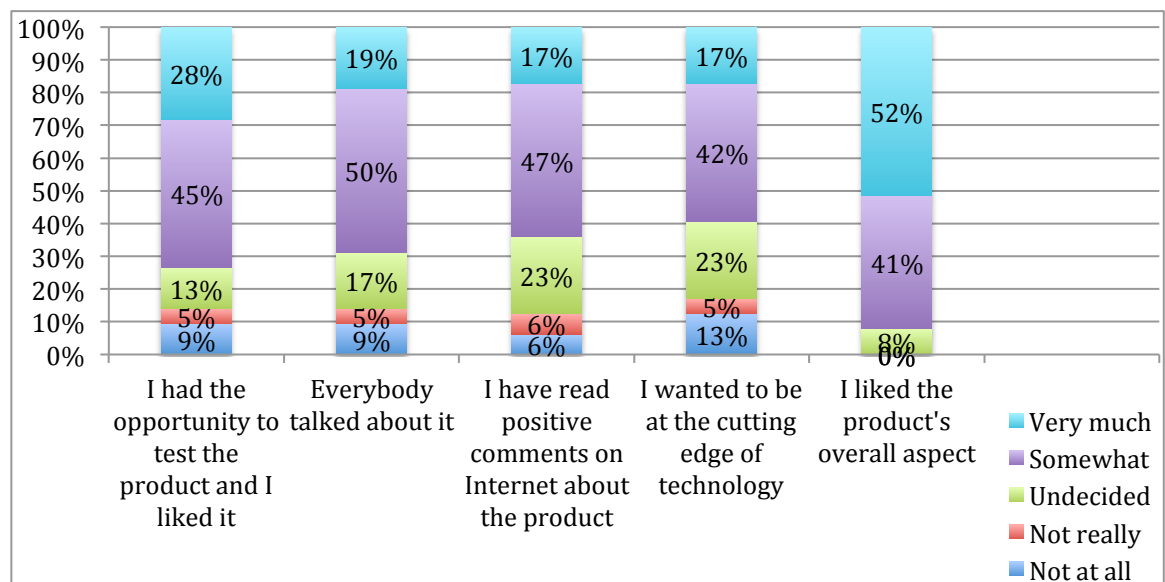


Figure 8. Factors that motivated the age group 19-29 to buy an Apple's product.

The question 7 asked to know the motivations that incited people to continue with Apple after buying the first product. Based on Figure 9, we can see that 94% of French and Finnish respondents wanted to continue with Apple because they were simply satisfied by the first product bought. Moreover, one of the factors suggested in this question was the compatibility and the synchronization between Apple's products. By asking this questions, my aim was to know if this inter-compatibility between products could be one of the reasons for which people continue using Apple's products after buying the first product. French and Finnish responses enable me to confirm this hypothesis. Indeed, based on Figure 9, we can see that 73% of respondents think that this inter-compatibility is an important factor that incited them to continue using Apple. Moreover, the qualitative research; that is, interviews, enable me to add that having several

Apple's products is practical. Indeed, an interviewee thinks that "thanks to iTunes, it is possible to synchronize iPhone, iPad, iPod data with the Mac. Consequently, it is possible to have musics, mails, videos and contacts on every Apple's products". Another interviewee thinks that "their products look similar, they fit well and work together and this is the main reason for which I have bought several Apple's products". However, 16% of respondents did not answer this question which means that they did not buy other Apple's products after the first one. Reasons could be the price or a bad experience with the first product. Questions 14 "What can Apple do to change your perception on their products" and 15 "Give 3 words that come to your mind when you think of Apple" enabled me to confirm this hypothesis. Indeed, among these 16%, around 67% would like Apple's products to be less expensive. Other 33% think that Apple's products are complicated to use and are not robust. These reasons could explain the fact that these people did not buy other Apple's products after the first one.

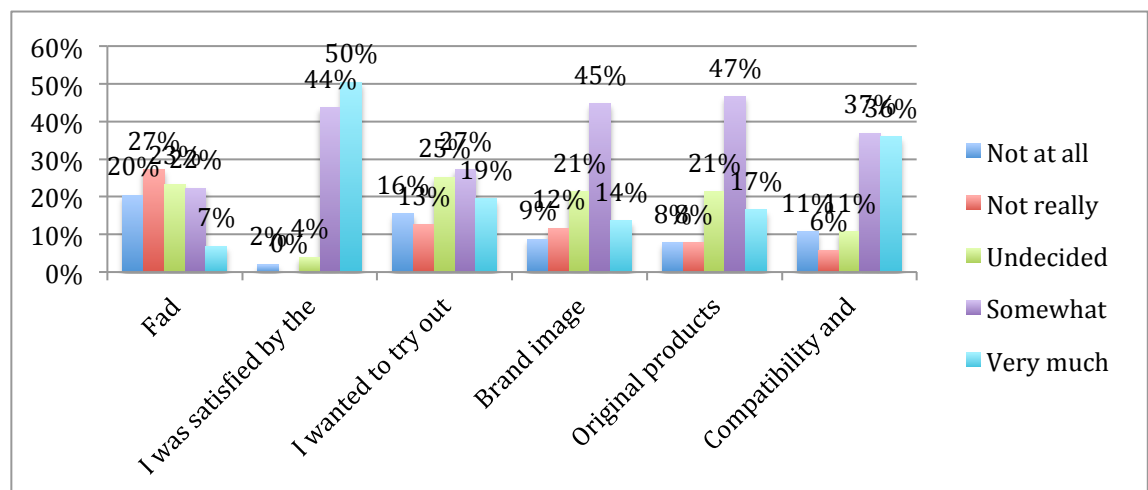


Figure 9. Factors that incited people to continue with Apple.

The question 8 is "Do you recall any Apple's advertisements (over the past 6 months) was asked to measure the communication impact on the French and Finnish population. In order to know if the communication was effective, the impression it makes on consumers is an important factor (Solomon et al., 2006). As mentioned in section 2.5, recall tests measure the number of people who will be able to recall an advertisement over time. The analysis was done based on

the 108 people interrogated. However, the number of French responses is higher than Finnish responses and I have thought that this could affect the results and consequently the interpretation. I have decided, in a first phase, to analyse this question with the same number of French and Finnish responses to make sure that the interpretation would not be misrepresented. Fortunately, the difference in the percentages is not important and results are not affected. Figure 9 shows that 51% of French respondents and only 8% of Finnish respondents definitely recall any Apple's advertisements over the past 6 months. However, 54% of Finnish respondents do not remember at all or barely any Apple's advertisement over the past 6 months. Apple's advertising might be different in the two countries and would explain these results. The question 9 "How would you assess Apple's advertisements in your country through TV, on Internet and Out-of-Home advertising?" will confirm or refute this hypothesis.

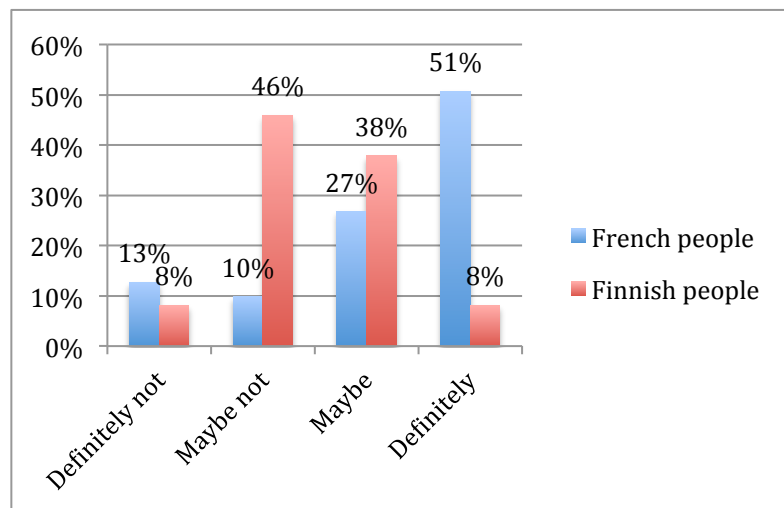


Figure 10. Percentage of respondents who recall or not any Apple's advertisements.

Based on Figure 11, we can see that 38% of French people assess Apple's TV advertisements as "High" or "Very high". However, in Finland, Apple's TV advertisements are more considered as "Inexistent" or "Very low" with respectively 32% and 29%. As mentioned in section 2.2.1 of the literature review, in 2013, on average, French people watched television 3h46 per day (INSEE, 2013) whereas Finnish people watched television 3h02 per day (Finnpanel, 2014). This could explain the fact that Finnish people consider

Apple's TV advertisements as "Inexistent" or "Very low". Regarding Apple's outdoor advertisements (Figure 12), 41% of French people assess them as "Medium" while Finnish people consider them as "Low" (32%) or "Very low" (24%). These figures can confirm that Apple's advertising is different in France and in Finland and also explain why more Finnish than French people do not remember at all or barely any Apple's advertisements over the past 6 months.

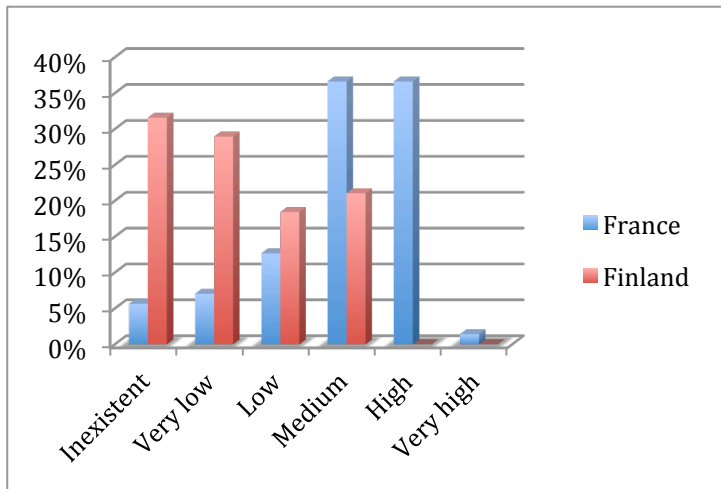


Figure 11. Apple's TV advertisements in France and Finland.

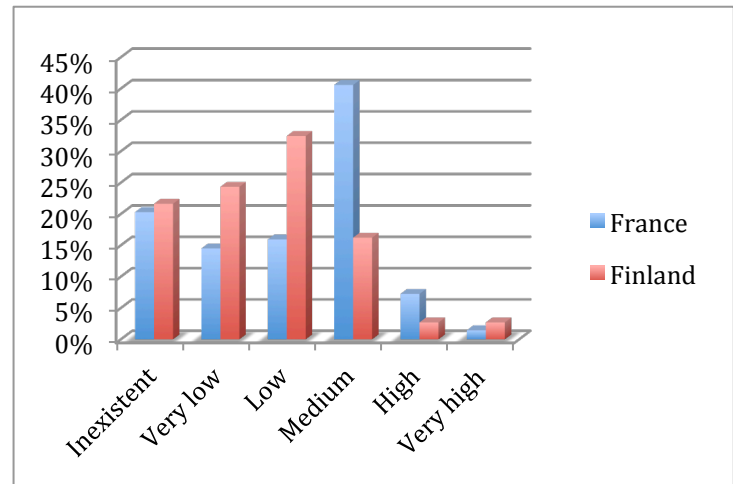


Figure 12. Apple's outdoor advertisements in France and Finland.

Questions 10 to 12b were only answered by people who have or have already had an iPhone.

The question 11 was asked in order to know the factors that influenced French and Finnish people to buy an iPhone. First of all, I would like to analyze if advertisements have an important influence on Finnish people. Indeed, based on the analysis of the question 9, TV and Outdoor advertisement are more considered as "Inexistent", "Very low", "Low" and "Medium" in Finland. This analysis leads to the hypothesis that Finnish people are likely to be less influenced than French people. This hypothesis can be refuted because, with the same amount of French and Finnish respondents, 57% of French people and only 40% of Finnish people having an iPhone consider that advertisements did not influence their iPhone purchase. In other words, it means that only 43% of French people and 60% of Finnish people consider that advertisements influenced their purchase. As mentioned in section 2.2.1 of the literature review, nowadays, most of the people consider that TV advertising has the greatest

influence. In other words, it means that Apple's TV advertisements can influence people who have seen them. This hypothesis can be confirmed. Indeed, from the 5 Finnish people who have or have already had an iPhone and who assess Apple's TV advertisements as "Medium", 80% consider that advertisements are more or less influenced the purchase and 20% consider that advertisement had an important influence on their iPhone purchase. Moreover, regarding Apple's outdoor advertisements, from the 8 Finnish people who have or have already had an iPhone and who consider that Apple's outdoor advertisements are present, about 63% consider that advertisements are more or less influenced the purchase, 25% consider that advertisement had an important influence on their iPhone purchase and about 13% consider that they were not influenced by advertisements. In conclusion, it is possible to say that the few Apple's advertising in Finland have some influence on the consumers and on the purchase. However, compared to other factors, advertisements do not influence a lot French and Finnish people. Indeed, based on Figure 13, it is possible to see that advertisements have an important influence on 25% of French and Finnish people. Other factors such as "Word-of-mouth" and "Brand image", though, have a bigger influence than advertisements with respectively 49% and 44% of French and Finnish respondents. Moreover, the different responses given also confirm the hypothesis that emotional responses have a significant aspect in an attitude. Indeed, based on Figure 13, we can see that product's overall aspect; that is, design, is a factor that influenced 85% of French and Finnish people in their purchase. Moreover, the important percentage of other factors such as "Quality", "Ease", "Operating System" and "Word-of-mouth" also show that people tried to get more information about the product before making the purchase because these factors influenced the iPhone purchase of respectively 83%, 83%, 80% and 49% of French and Finnish people. In conclusion, emotional responses play an important role in the iPhone purchase and in Apple's products in general.

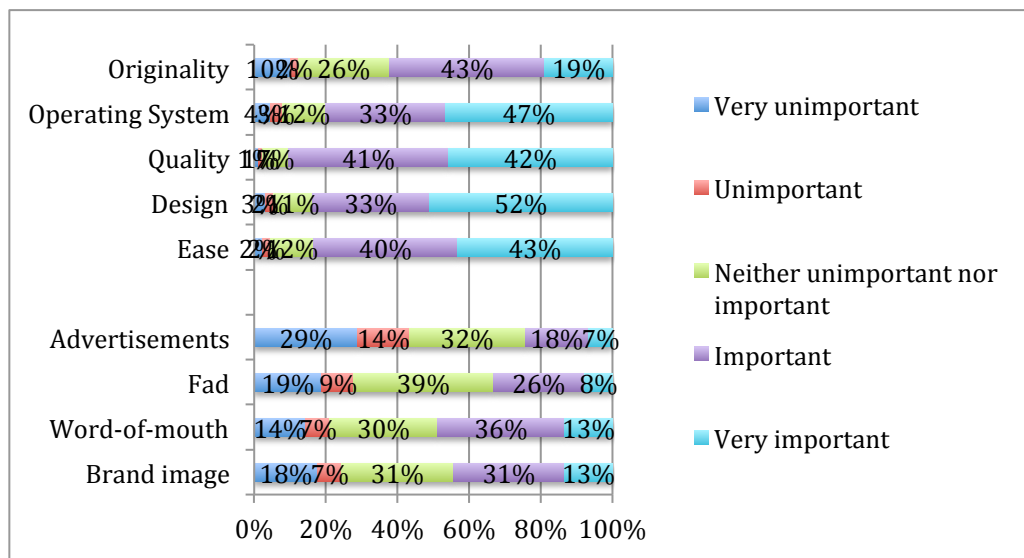


Figure 13. Factors that influenced people to buy an iPhone.

Questions 12a and 12b were asked to know which words best describe the perception French and Finnish people had a couple of years ago and have now about the iPhone. Respondents used a scale from 1 to 5 where 1 meant "does not support my perception at all" and 5 meant "absolutely supports my perception". I asked these two types of questions because I have thought that the perception people had about the iPhone a couple of years ago could be different from the perception they have now. Also, this question enables me to know if French and Finnish people have a different perception about the same product. Based on Figure 14, it is possible to see that for French and Finnish people, "Easy-to-use", "Innovative", "Fashionable design" and "Good quality" were the 4 most significant factors in forming the perception about the iPhone a couple of years ago. Indeed, these 4 factors supported the perception French and Finnish people had about the iPhone with responses ranging mostly from 3 to 5. The factor "Unique and exclusive" got responses going from 1 to 5 and 58% of French people and 47% of Finnish people consider that this factor support the perception they had a couple of years ago. However, 42% of French respondents and 53% of Finnish respondents think that "Unique and exclusive" does not support very much the perception they had a couple of years ago. These high percentages may suggest that over time, the iPhone will not be perceived as "Unique and exclusive" by people. This hypothesis will be confirmed or refuted once the second analysis about the perception people have about the iPhone now will be done.

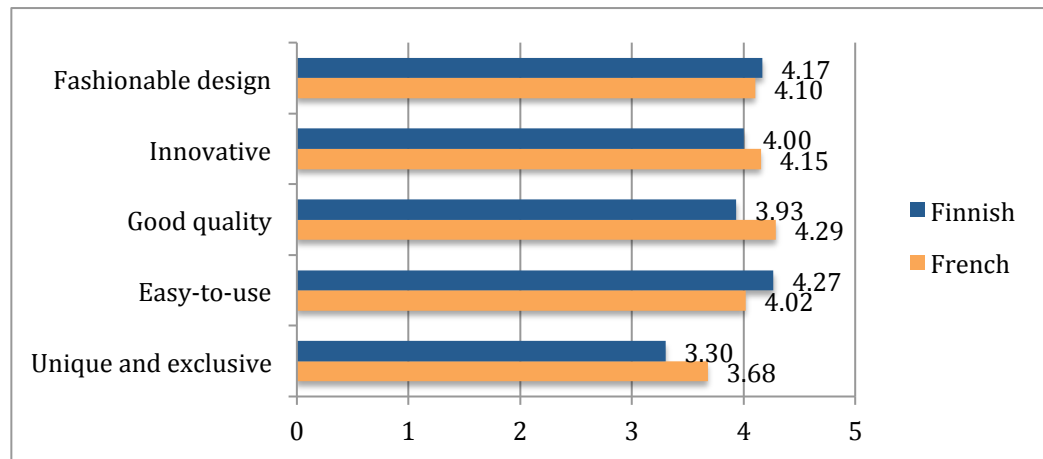


Figure 14. Perceptions people had about the iPhone a couple of years ago.

Based on Figure 15, it is possible to see that the perception French and Finnish people have about the iPhone now is the same than a couple of years ago. Indeed, "Fashionable design", "Innovative", "Good quality" and "Easy-to-use" got the highest scores with responses ranging from 3 to 5. Moreover, the hypothesis "over time, the iPhone will not be perceived as "Unique and exclusive" by people" can be confirmed. Indeed, based on Figure 14, we can see that the average of the factor "Unique and exclusive" is 2,87 for Finnish people and 3,10 for French people. A couple of years ago, based on Figure 13, we can see that the average of this same factor was 3,30 for Finnish people and 3,68 for French people. This reduction means, on one hand, that the perception of French and Finnish people have changed in recent years and, on the other hand, that the percentage of people who think that the iPhone is not "Unique and exclusive" anymore has increased. Indeed, amongst French respondents, there has been an increase of 113% from 15% to 32% and amongst Finnish people, there has been an increase of 106% from 16% to 33%. In other words, it means that "Unique and exclusive" does not support the perception French and Finnish people have about the iPhone now.

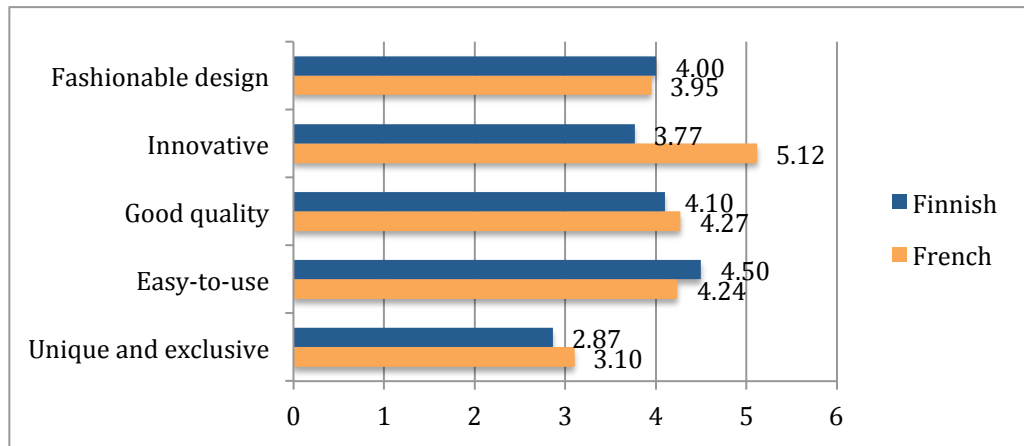


Figure 15. Perceptions people have about the iPhone now.

This could be simply explained by the fact that the iPhone is no longer the unique smartphone on the market. Indeed, nowadays, every smartphone has almost the same characteristics. Moreover, no matter the age, the income revenue and the current status, a lot of people have an iPhone or have already had one. The iPhone is not exclusive anymore, it is no longer restricted to a particular type of people. Based on Figure 16, we can confirm this statement. Indeed, we can see that, all status included, and consequently all age groups and all income revenues, have or have already had an iPhone, from French and Finnish students to pensioners including unemployed and employed.

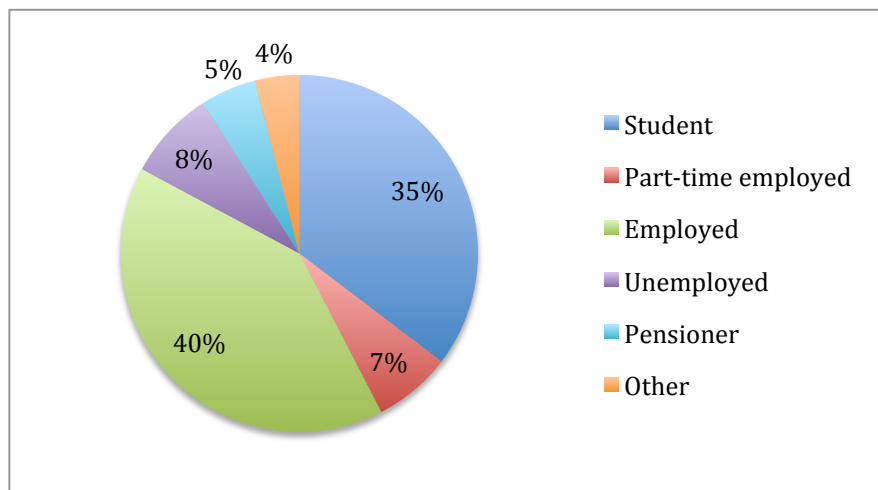


Figure 16. Percentage of respondents owning an iPhone divided by status.

Questions 16a and 16b deal with Nokia and were only asked to Finnish people because Nokia is a Finnish brand. At the beginning of this thesis, I thought that

Finnish perceptions could be different from French perceptions. By asking these two questions, I wanted to know if the fact that Finnish people are attached to Finnish brands such as Nokia was one of the reasons for which Finnish perceptions were different about the iPhone. Finally, by comparing these two questions with questions 12a and 12b, I have realized that Finnish perceptions regarding the iPhone are not different from French perceptions despite the fact that Nokia is a Finnish brand. As mentioned in section 3.3 of the literature review, consumers are looking for high-quality and high-value products (Solomon et al., 2010). This statement can be confirmed. Indeed, based on Figure 18, it is possible to say that the perception Finnish people have about the iPhone regarding the quality is higher than the one they have regarding Nokia's phones. "Quality" got a score of 2,67 while quality regarding the iPhone got a score of 4,10 (Figure 15). Regarding "easy-to-use", it is the same observation. Finnish people perceive the iPhone as being easier to use (4,50) than Nokia's phones (2,73). A lot of factors can affect the perceived product quality and Apple's positive brand image can be the reason for which Finnish people consider the iPhone as a good quality product. Even though Finnish people are attached to Finnish brands, Apple's brand image was able to change Finnish consumers' mind.

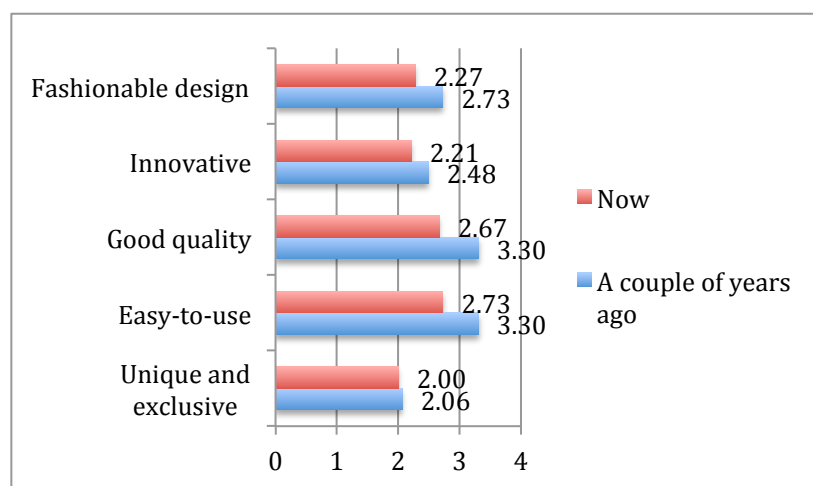


Figure 17. Perceptions that Finnish people had and have about Nokia's phones

The question 15 "Give 3 words that come to your mind when you think of Apple" were asked to create the "Associative Network Memory Model" in order to know

the different associations that come to French and Finnish consumers' mind when they think of Apple. As mentioned in section 3.2.2, some associations are likely to be shared by a majority of consumers. However, associations can also vary according to consumers. These 2 statements can be confirmed. Indeed, in total, French and Finnish people gave me 80 different words, which proves that associations can be very different from one person to another. However, some words such as "expensive", "simplicity", "quality" or "design" are shared by respectively 41, 28, 22 and 16 French and Finnish people. In other words, associations that come to French and Finnish consumers' mind when they think of Apple make up consumers' brand image for Apple. Figure 17 summarizes some words that come to French and Finnish respondents' mind when they think of Apple.

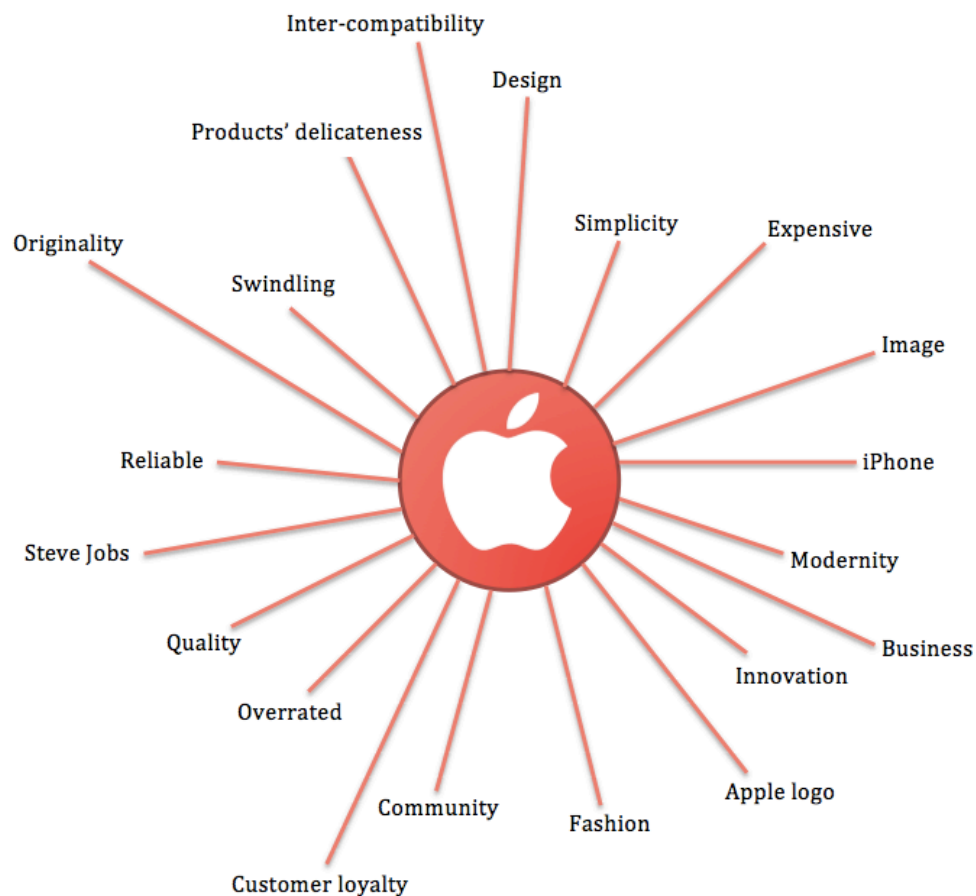


Figure 18. Associations that come to consumers' mind when they think of Apple.

7 CONCLUSION

The aim of this thesis was to understand how Apple's communication reach the consumers and how French and Finnish people perceive the iPhone product. The theories highlighted in chapters 2 and 3 combined with the different results gained from the questionnaire enabled me to get clear answers in order to answer the different research questions formulated in the introduction of this thesis. Moreover, I considered the information received from the questionnaire as reliable and valid.

7.1 Main findings

Research question 1: "How do Apple's communication reach the consumers?"

Today, Apple is known for having a developed and a well thought out communication strategy in order to leave a mark on consumers' mind. The company is also famous for the several advertisements broadcasted since its beginning. Advertising has a very important place in Apple's communication. As mentioned in the part "Communication" of the literature review, in order to measure the communications' results, communicators can ask the audience if "they recognize or recall the message and current attitudes toward the product and the company" (Kotler, 2003). Recall helped me to measure the communication effectiveness and enables me to say that Apple's communication through advertising reaches consumers. Indeed, based on my questionnaire's results, we have seen that both French and Finnish people are able to recall any Apple's advertisements in general. However, we have also seen that Apple's advertisements in Finland are less present than in France and could explain the fact that Finnish people are more inclined to not recall any Apple's advertisements than French people.

Nevertheless, the few Apple's advertising in Finland have an important impact on consumers and have the power to influence them. A majority of Finnish people admitted that advertising influenced them to buy an iPhone. Moreover,

based on the questionnaire's results, it is possible to say that word-of-mouth influenced 69% of respondents to start using Apple and 49% of them to buy an iPhone. This non-media communication also plays an important role in Apple's communication.

Research question 2: "How did people start and why did they continue using Apple's products?"

As mentioned in the chapter "Communication" of the literature review, the main communication objective for Apple, and for companies in general, is to "put something into the consumer's mind, change an attitude or persuade the consumer to act" (Kotler, 2003, p. 568). Moreover, one of Apple's objectives is to reach customers by creating attitudes. They are looking for an affective, a behavioural or a cognitive response.

According to researchers and in the case of Apple, emotional responses have a significant aspect and play an important role in an attitude. Indeed, based on the questionnaire's results, most of the respondents (93%) bought their first Apple's products because they liked the product's overall aspect. The same observation was done with one Apple's product in particular: the iPhone. Indeed, 85% of respondents bought an iPhone because they liked its design. In other words, it means that consumers were influenced by feelings they had towards Apple's products' attributes such as design or even advertising because as mentioned in the section 2.3 of the literature review, Apple's main goal is not to educate consumers about new features but to build an emotional association between the consumer and the product. Based on results, we have also seen that factors such as "I had the opportunity to test the product and I liked it", "Everybody talked about it" and "I have read positive comments on Internet about the product" motivated people to buy their first Apple's product. These motivations show that consumers tried to get more information about the product before making the purchase. Regarding the iPhone, factors such as "Quality", "Ease", "Operating System" and "Word-of-mouth" influenced people to

buy this product and also prove that people tried to get more information before buying the iPhone.

Once the first product was bought, some people did not hesitate to buy other Apple's products. The first reason for which they wanted to continue with Apple was the fact that they were satisfied by the first product bought. Moreover, the questionnaire and the different interviews enabled me to confirm that the inter-compatibility between products was one of the reasons for which people have bought other Apple's products after the first one. Everything which is on a device such as musics or contacts can be also found on another Apple's device. This inter-compatibility makes things easier and more practical. Moreover, for some people, once they start using an Apple's product, a bond is created with the brand and they are almost forced to buy other products if they want to make products compatible with what they already have. However, it is important to keep in mind that some people did not buy other Apple's products after the first one. Indeed, results to the survey enabled me to deduce that products' high prices, delicateness or complexity have not incited people to continue with Apple.

In conclusion, one of Apple's objectives was to create sophisticated and attractive products in order to create an attitude. Apple was looking for an affective response; that is, an emotional reaction from consumers about an attitude object. The company has chosen the experiential hierarchy which is equivalent to the "feel-learn-do" sequence. Consequently, products' attributes such as design incited people to buy the first Apple's product. Moreover, the fact that, for some respondents, Apple has a strong image and a positive brand image will enhance buyer's perception of the quality and the value and hence their willingness to buy the product (Grewal et al., n.d.). After that, a bond is created with the brand and some people want to buy other Apple's products to get an inter-compatibility between products, factor which makes things easier and more practical.

Research question 3: "What are the 4 most significant factors in forming the perception about iPhone product?"

As mentioned in the chapter "Perception" of the literature review, perception is defined as "the process by which information from the outside world is received, absorbed, selected, organized and interpreted by an individual. Moreover, According to Conjoncture Corporation, "Product perception is a term that is used to identify the way that consumers think and ultimately respond to different types of goods and services, particularly certain brands of those products." (Conjoncture Corporation, n.d.).

Finnish people seem to be attached to Finnish brands such Nokia and I thought that it could be one of the reasons for which the perception they have about the iPhone and Apple in general could be different from French people. Finally, I have realized that perception Finnish people have about the iPhone is not as different as perception French people have as I thought at the beginning of this thesis. The 4 most significant factors for French and Finnish people in forming the perception about the iPhone is "Fashionable design", "Innovative", "Good quality" and "Easy-to-use". However, the fact that the iPhone is not anymore the only smartphone on the market and the fact that people from 18 to 60 years old, all status included, can have one now do not make it as unique and exclusive as it could be a couple of years ago.

Based on my questionnaire's results, we can also confirm that consumers are looking for high-quality and high-value products (Solomon et al., 2010). Indeed, the perception Finnish people have about the iPhone regarding the quality is higher (4,10) than the one they have about Nokia's phones (2,67). Apple's positive brand image can also explain the fact that people perceive the iPhone as a good quality product. Even though Finnish people seem to be attached to Finnish brands such Nokia, Apple's brand image was able to change Finnish consumers' mind.

7.2 Suggestions for further research

Apple uses several means of communication to reach consumers. Unfortunately, in the framework of this thesis, it was impossible to analyze all of them. It would be interesting to conduct this type of research with other means of communication in order to compare the different results and bring additional information.

Apple offers design and high quality products that can make some people addict to the brand. However, this thesis also enabled to highlight negative points. Indeed, some people reject Apple's closed world, thinking that products are too expensive, that the brand is overvalued and that Apple's fans are caught up in a vicious circle. In addition to these reasons, it is important to keep in mind that the reality about the production of Apple's products is far removed from its image and the great principles posted. Indeed, poor social and environmental practices among the supplier of the brand, forced labour, bullying and infernal pace exist and are the hidden face of Apple (Viers, 2012). Until now, the company tried to take refuge behind the secrecy surrounding its supply chain (Alternatives Economiques, 2011). However, if people really knew everything which is hidden behind this company appreciated by a lot of people, could they really have the same perception on the products and on the brand in general? It would be interesting to analyse how the hidden face of a company can ruin its brand image and consequently the consumers' perception.

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Hyvä vastaaja,

Nimeni on Céline BONK ja olen tällä hetkellä vaihto-oppilas Turun Ammattikorkeakoulussa. Kiitos arvokkaasta ajastasi osallistua opinnäytetyöni valmistumiseen. Opinnäytetyöni aihe on "Applen viestinnän havainnollistaminen ja vaikutus iPhone tuotteisiin ranskalaisten ja suomalaisten keskuudessa". Vastaathan mahdollisimman täsmällisesti ja rehellisesti kuin mahdollista. Vastauksesi ovat luottamuksellisia eikä niitä luovuteta eteenpäin. Panoksesi kyselyyn on todella arvokasta tutkimustani kohtaan.

Parhain terveisin,
Céline BONK

1. Mikä on ikäryhmäsi?*

- ☐ Alle 18
☐ 19 ja 29 välissä
☐ 30 ja 45 välissä
☐ 46 ja 60 välissä
☐ Yli 60

2. Sukupuoli*

- ☐ Mies
☐ Nainen

3. Sosiaalinen status*

- ☐ Opiskelija
☐ Työssäkäyvä
☐ Osa-aikainen työntekijä
☐ Työtön
☐ Eläkeläinen
☐ Muu:

4. Vuositulot*

Tulosi vuodelta 2014

- ☐ Alle €10000
☐ €10001 ja €25000 välillä
☐ €25001 ja €40000 välillä
☐ €40001 ja €60000 välillä
☐ Yli €60000

5. Mieltymyksesi Applen tuotteita kohtaan*

- ☐ 1: Ei kiinnostusta
☐ 2: Ei kovin kiinnostunut
☐ 3: Neutraali
☐ 4: Kiinnostunut
☐ 5: Todella kiinnostunut

Jos vastasit "Ei kiinnostusta" tai "Ei kovin kiinnostunut" edelliseen kysymykseen, siirry suoraan sivun loppuun ja klikkaa "Jatka"

6. Mitkä olivat motiivisi ostaessasi ensimmäistä Apple-tuotetta?

Annathan vastauksesi jokaiseen kohtaan

	Ei lainkaan	Ei oikeastaan	En osaa sanoa	Jonkin verran	Todella paljon
Minulla oli mahdollisuus kokeilla tuotetta ja pidin siitä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kaikki puhuivat siitä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Olin lukenut tuotteesta positiivisia kommentteja netistä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Halusin olla teknologian pinnalla	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pidin tuotteen yleiskuvasta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Mitkä kriteerit saivat sinut jatkamaan Apple-tuotteiden ostamista? Annathan vastauksesi jokaiseen kohtaan

Jos et jatkanut Apple-tuotteiden ostamista, jatkathan seuraavaan kysymykseen.

	Ei lainkaan	Ei oikeastaan	En osaa sanoa	Jonkin verran	Todella paljon
Villitys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Olin tyytyväinen tuotteeseen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Halusin kokeilla jotain muuta tuotetta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brändin imago	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alkuperäiset tuotteet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuotteiden yhteensopivuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuotteiden yhdistettävyys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Muistatko nähneesi Applen mainoksia (viimeisen 6 kuukauden aikana)?

0 1 2 3

En lainkaan ☐ ☐ ☐ ☐ Suurissa määrin**9. Miten arvioisit Applen mainontaa Suomessa seuraavien viestintäkanavien kautta?**

	Olematonta	Todella vähäistä	Vähäistä	Keskinkertaista	Runsasta	Todella runsasta
TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ulkoiset/julkiset mainokset (Bussien kyljet, mainostaulut jne.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online-mainonta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Omistatko tai oletko omistanut Iphonen?

☐ Kyllä

☐ Ei

Jos vastasi "Ei" viimeisimpään kysymykseen, klikkaa "Jatka"

Lisää kohde ▼

Sivun 1 jälkeen

Jatka seuraavalle sivulle ⇅

Sivu 2/4

Applen viestinnän havainnollistaminen ja vaikutus iPhone tuotteisiin ranskalaisten ja suomalaisten keskuudessa

11. Mitkä tekijät vaikuttivat ostopäätökseesi?

	Ei lainkaan tärkeää	Jotain siltä väliltä	Tärkeää	Todella tärkeää
Brändi imago	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kuulopuheet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Villitys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mainonta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helppous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muotoilu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Laatu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Käyttöjärjestelmä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Omaperäisyys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12a. Mitkä näistä sanoista parhaiten kuvaa havaintojasi iPhoneista muutama vuosi sitten?

Arvioi jokainen kriteeri asteikolla yhdestä viiteen, jossa 1 tarkoittaa "Ei tue havaintojani lainkaan" ja 5 "Tukee havaintojani täydellisesti"

	1	2	3	4	5
Uniikki ja eksklusiivinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helppokäyttöinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hyvä laatu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Innovatiivinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muodikas muotoilu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12b. Mitkä seuraavista sanoista parhaiten kuvaa havaintojasi iPhoneista nyt?

Arvioi jokainen kriteeri asteikolla yhdestä viiteen, jossa 1 tarkoittaa "Ei tue havaintojani lainkaan" ja 5 "Tukee havaintojani täydellisesti"

	1	2	3	4	5
Uniikki ja eksklusiivinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helppokäyttöinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hyvä laatu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Innovatiivinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muodikas muotoilu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page 3 de 4

Applen viestinnän havainnollistaminen ja vaikutus iPhone tuotteisiin ranskalaisten ja suomalaisten keskuudessa

13. Mitkä ovat uskomuksesi seuraavista toteamuksista?

	Paljolti eri mieltä	Eri mieltä	Jotain siltä väliltä	Samaa mieltä	Paljolti samaa mieltä
Applen tuotteet eivät ole yhteensopivia muiden tuotteiden kanssa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuotteen nopeasti kuluva akku	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuotteen kallis hinta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuotteen alhainen luotettavuus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuotteen herkkyyys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brändi on yliarvostettu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuotteen huono kestävyys äänilämpötiloissa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Applen tuotteilla on vähemmän toimintoja kuin muilla tuotteilla	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Applen imago on hieman vahingollinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Applen fanit ovat kiinni noidankehässä	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Mitä Apple voisi tehdä muuttaakseen käsitystäsi heidän tuotteistaan?

15. Kerro 3 sanaa, jotka tulevat mieleesi ajatellessasi Applea

Page 4 de 4

Applen viestinnän havainnollistaminen ja vaikutus iPhone tuotteisiin ranskalaisten ja suomalaisten keskuudessa

16a. Mitkä näistä sanoista parhaiten kuvaa havaintojasi Nokiasta muutama vuosi sitten?

Arvioi jokainen kriteeri asteikolla yhdestä viiteen, jossa 1 tarkoittaa "Ei tue havaintojani lainkaan" ja 5 "Tukee havaintojani täydellisesti"

	1	2	3	4	5
Uniikki ja eksklusiivinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helppokäyttöinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hyvä laatu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Innovatiivinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muodikas muotoilu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16b. Mitkä seuraavista sanoista parhaiten kuvaa havaintojasi Nokiasta nyt?

Arvioi jokainen kriteeri asteikolla yhdestä viiteen, jossa 1 tarkoittaa "Ei tue havaintojani lainkaan" ja 5 "Tukee havaintojani täydellisesti"

	1	2	3	4	5
Uniikki ja eksklusiivinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helppokäyttöinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hyvä laatu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Innovatiivinen	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Muodikas muotoilu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Chers Participants,

Je m'appelle Céline BONK et suis actuellement étudiante internationale à l'Université de Sciences Appliquées de Turku en Finlande. Je vous prierais de bien vouloir m'accorder, s'il vous plait, un peu de votre temps pour m'aider à compléter ma thèse. Le sujet de celle-ci est: "L'impact de la communication faite par Apple sur les consommateurs et la perception de l'iPhone au niveau de la population française et finlandaise." Je vous remercie de bien vouloir répondre à toutes les questions avec franchise et honnêteté. Vos réponses resteront strictement confidentielles et anonymes.

Cordialement,
Céline BONK

1. Dans quelle tranche d'âge vous situez-vous?*

- ☐ Moins de 18 ans
- ☐ Entre 19 et 29 ans
- ☐ Entre 30 et 45 ans
- ☐ Entre 46 et 60 ans
- ☐ Plus de 60 ans

2. Vous êtes*

- ☐ Un homme
- ☐ Une femme

3. Votre situation actuelle*

- ☐ Etudiant(e)
- ☐ Employé(e) à temps plein
- ☐ Employé(e) à temps partiel
- ☐ Sans emploi
- ☐ Retraité(e)
- ☐ Autre :

4. Revenus*

Vos revenus annuels en 2014

- ☐ En dessous de 10000€
- ☐ Entre 10001€ et 25000€
- ☐ Entre 25001 et 40000€
- ☐ Entre 40001 et 60000€
- ☐ Plus de 60000€

5. Votre préférence pour les produits Apple*

- ☐ 1: Pas du tout intéressé(e)
- ☐ 2: Pas très intéressé(e)
- ☐ 3: Neutre
- ☐ 4: Intéressé(e)
- ☐ 5: Très intéressé(e)

Si vous avez répondu "Pas du tout intéressé(e)" ou "Pas très intéressé(e)" à la question précédente, merci d'aller en bas de la page et de cliquer sur "Continuer"

6. Quelles étaient vos motivations pour acheter votre premier produit Apple?

Merci de donner une réponse à toutes les affirmations ci-dessous

	Pas du tout	Plutôt non	Ni oui ni non	Plutôt oui	Absolument
J'ai eu l'opportunité de tester le produit et je l'ai bien aimé	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tout le monde en parlait	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'ai lu des commentaires positifs sur Internet concernant le produit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je voulais être à la pointe de la technologie	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'aspect général du produit me plaisait	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Quels critères vous ont incité à continuer avec Apple après avoir acheté votre premier produit? Merci de donner une réponse à toutes les affirmations ci-dessous

Si vous n'avez pas acheté d'autres produits Apple après ce premier achat, merci de passer directement à la question suivante

	Pas du tout	Plutôt non	Ni oui ni non	Plutôt oui	Absolument
L'effet de mode	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J'étais satisfait du premier produit acheté	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Je voulais essayer un autre produit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'image de marque	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les produits originaux	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La compatibilité et la synchronisation entre les produits Apple (exemple: la facilité des transferts)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Avez-vous le souvenir d'avoir vu une publicité Apple? (au cours des 6 derniers mois)

0 1 2 3

Pas du tout ☐ ☐ ☐ ☐ Sans aucun doute**9. Comment évalueriez-vous la publicité faite par Apple en France à travers les chaînes de communication suivantes?**

	Inexistante	Très faible	Faible	Moyenne	Forte	Très forte
Télévision	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A l'extérieur (exemple: panneaux d'affichage)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sur Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Avez-vous un iPhone ou en avez-vous déjà eu un?

- ☐ Oui
☐ Non

Si vous avez répondu "Non" à la question précédente, merci de cliquer sur "Continuer"

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L'impact de la communication faite par Apple sur les consommateurs et la perception de l'iPhone au niveau de la population française et finlandaise

11. Quels facteurs ont influencé l'achat de votre iPhone?

	Pas du tout important	Plutôt pas important	Ni important ni pas important	Important	Très important
L'image de marque	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le bouche-à-oreille	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'effet de mode	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La publicité	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La facilité d'utilisation du téléphone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Son design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sa qualité	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Son système d'exploitation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Son originalité	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12a. Parmi les propositions suivantes, lesquelles décrivent le mieux la perception que vous aviez sur l'iPhone il y a quelques années en arrière?

Évaluez les critères suivants sur une échelle de 1 à 5 où 1 signifie "ne décrit pas du tout ma perception" et 5 signifie "décrit absolument ma perception"

	1	2	3	4	5
Unique et exclusif	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facile d'utilisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bonne qualité	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Innovant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12b. Parmi les propositions suivantes, lesquelles décrivent le mieux la perception que vous avez sur l'iPhone maintenant?

Évaluez les critères suivants sur une échelle de 1 à 5 où 1 signifie "ne décrit pas du tout ma perception" et 5 signifie "décrit absolument ma perception"

	1	2	3	4	5
Unique et exclusif	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facile d'utilisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bonne qualité	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Innovant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Quelle opinion avez-vous sur les affirmations suivantes?

Merci de donner une réponse à toutes les affirmations ci-dessous

	Pas du tout d'accord	Plutôt pas d'accord	Ni en accord ni en désaccord	Plutôt d'accord	Tout à fait d'accord
Les produits Apple ne sont pas compatibles avec tous les produits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La durée de vie de la batterie des produits Apple est faible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les produits Apple sont chers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les produits Apple sont fragiles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La fiabilité des produits Apple est faible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La résistance aux températures extrêmes des produits Apple est faible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les produits Apple ont moins de fonctionnalités que d'autres produits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'image d'Apple est un peu malsaine	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La marque Apple est surestimée	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les fans d'Apple sont enfermés dans un cercle vicieux	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Qu'est ce qu'Apple peut faire pour changer votre perception sur ses produits?

15. Donner 3 mots qui vous viennent à l'esprit pour résumer Apple

First interview (French respondent)

1. What was the first Apple's product that you have bought?
2. Why did choose to continue with Apple after your first purchase?
3. Which words come to your mind when you think of Apple's communication?
4. Have you already seen one Apple's TV advertisement?
5. How do your perceive the iPhone?
6. Between TV advertising and outdoor advertising, which one has the most impact on you?

Second interview (Finnish respondent)

1. What was the first Apple's product that you have bought?
2. Why did choose to continue with Apple after your first purchase?
3. Which words come to your mind when you think of Apple's communication?
4. Have you already seen one Apple's TV advertisement?
5. Which factors influenced your iPhone purchase?
6. How do you use it?
7. Which words come to your mind when you think of iPhone?
8. What are the advantages of using several Apple's products?